DECEMBER 4, 1950

BROADCASTING TELECASTING

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DEC 4 1950
DETROIT

note—ALL TV BUYERS!

Here's probably one of the most important collection of facts that you've ever glanced at. It concerns the *homes* that you and your clients get into for the *dollars* you spend in New York.

Are you getting your money's worth? Study this table carefully . . .

COST PER 1000 HOMES DELIVERED BY RADIO AND TV STATIONS IN METROPOLITAN NEW YORK

(¼-hour nighttime comparison—October 1950)

	10 New York Radio Stations	All New York Television Stations
6:00 - 8:00 PM	$3.50	$8.84
8:00 - 10:00 PM	3.03	5.15

In other words, on a cost-per-1000 basis, New York television station rates are 153% higher than those for New York's AM stations during the early evening, 6:00 to 8:00 PM, and 70% higher during the 8:00 to 10:00 PM period. These facts are based on actual listening and viewing.

TV's good, but you need the AM too to thoroughly and *profitably* cover the greatest group of markets in America! That means buying

WOR

—the station that sells more people, more goods, more often than any other station in the United States.

NOTE: Ask us for a special and very informative study we have just made. It's called "An Appraisal of Radio Rates in New York."

School Bells Ring...

AND thousands of students in classrooms throughout the Midwest put down their books and pencils and listen to WLS SCHOOL TIME.

For the past fourteen years WLS has broadcast this daily educational program of in-school listening for the enrichment of our country's future citizens. For, in the classrooms of today are the builders of tomorrow. These students, in a few short years, will be the bankers and farmers, the scientists and statesmen, the homemakers and business leaders who will determine the future of our nation. WLS, aware of this responsibility, has consistantly emphasized the value of radio in filling this educational need.

Thus, WLS SCHOOL TIME, with its support and cooperation from local, regional and nationał educational leaders, is inspiring in the youth of today a pride in our American heritage of freedom and an awareness of individual responsibility toward preserving the American way of life.

Filling educational needs, as well as religious, business and entertainment requirements, has built a kinship between WLS and its vast audience of listeners—a kinship which has prompted a unique loyalty and acceptance . . . two good reasons why WLS achieves such outstanding advertising results.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

You can ERASE the question!

YANKEE is the answer...
with 29 Home-Town Stations

Coverage is a continuous study, market by market, state by state — but not in New England. In this six-state area complete coverage is a one-network buy — The Yankee Network.

For years these Yankee home-town stations — now reaching 29 markets — have answered the coverage question for hundreds of advertisers. They do this because in every market they deliver the large, ready-made local audience of Yankee and Mutual listeners. Every sales message has local impact—penetrates the entire trading area in the way that means sales results for local merchants.

The Yankee Network is New England's largest regional network — the only one-package buy that gives you compiete coverage, with thorough local coverage of individual markets.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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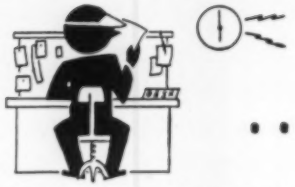

Closed Circuit

THERE'S better than even chance that agreement among TV networks will develop to avert FCC's investigation of AT&T allocation of coaxial cable and microwave relay time, scheduled to start next Monday. Pre-hearing conference today may kick off renewed efforts toward voluntary pact. FCC reportedly has no appetite for hearing, called after networks' failure to agree forced AT&T to make arbitrary time allocations, which DuMont and ABC-TV protested. Stratford Smith, assigned as FCC counsel for case, was in New York last week querying AT&T and networks in preparation for today's conference.

FIRST peeks into typical broadcast operations point to healthy 1950 increase in all business categories except network, with year's total to be well ahead of $429 million net in 1949. TV boom, of course, will leave 1949's $25 million far behind.

THOUGH nothing definite yet, transit and related FM services seemingly weathered all-day, all-FM FCC session Friday, one of several to be held to survey FM problems. Suggestions that transitcasting, storecasting, etc. be curtailed or banned reportedly received little enthusiasm at Commission level.

LLOYD YODER, veteran general manager of NBC-owned KOA Denver, slated for appointment as general manager of KNBC San Francisco and northern California operations of NBC. He'll succeed John Elwood, recently retired. No successor as yet named at KOA.

TOP CBS executives make no secret of dissatisfaction with date on which network representatives are invited to see RCA color demonstrations in Washington—Dec. 15, 10 days after demonstrations begin. Adrian Murphy, CBS vice president, telephoned request to RCA to move date ahead but was told accommodations unavailable for CBS before then.

FCC CHAIRMAN Wayne Coy this week will start month's leave on doctor's orders. Nothing organically wrong, it's reported. Doctor called it fatigue. It's presumed Vice Chairman Paul A. Walker will function as acting head.

STANDARD BRANDS through Compton Adv., New York, will use spot announcement campaign in radio and television in eastern and southern markets starting in spring of 1951 for its instant tea.

EDWIN W. CRAIG, WSM Nashville, chairman of Clear Channel Broadcasting Service, has called special meeting of 15 member stations in Chicago for today. Meeting will devise plans for opposition to Senate confirmation of NARBA treaty, which CCBS contends will endanger rural service to substantial portion of nation.

DESPITE worsening of international situation, there's little talk about reestablishment of Defense Communications Board to coordinate communications policy matters. Evidently situation is being handled adequately through informal

(Continued on page 118)

Upcoming

Dec. 6: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 6-13: Baseball Major and Minor League meetings, Hotel St. Petersburg, St. Petersburg, Fla.

Dec. 8: Television Broadcasters Assn. Clinic, Waldorf-Astoria Hotel, New York.

Dec. 12-13: School Broadcast Conference, Hotel Sherman, Chicago.

(Other Upcomings on page 27)

Bulletins

KELLOGG Co. moving *Tom Corbett, Space Cadet* from CBS to ABC and picking up sponsorship of MBS *Victor Borge Show* Jan. 1. Both shows to be heard Mon., Wed., Fri. Tom Corbett program moves into 6:30-6:45 p.m. ABC time slot and *Victor Borge Show* to appear 5:55-6 p.m. Kenyon & Eckhardt is agency.

EXCESS tax bill approved Friday by House Ways & Means Committee. House Rules Committee gave bill priority for two days debate, with vote Tuesday. Radio-Television Mfrs. Assn. has asked to testify before special Senate committee slated to open hearings today (Monday). Dr. Allen B. DuMont, chairman of National Conference of Growth Companies, said Friday House bill is purely partisan.

BALLANTINE EXPANDS MAJOR LEAGUE BASEBALL

P. BALLANTINE & SONS, Newark (Ballantine ale and beer), will sponsor telecasts and broadcasts of Boston Braves baseball games during 1951 season.

Telecasts will be divided between WNAC-TV and WBZ-TV in Boston, while WJAR-TV Providence will carry complete schedule. WNAC Boston and 29 Yankee Network stations will carry broadcasts of 1951 schedule.

Jim Britt will head three-man announcing team for play-by-play radio and television.

Ballantine also will sponsor the New York Yankees and the Philadelphia Phillies and Athletics games. J. W. Thompson, New York, is the agency.

NBC ELECTS MRS. HORTON

MRS DOUGLAS HORTON, former Mildred McAfee, wartime head of WAVES, elected to board of directors of NBC Friday. As first woman member of NBC board, Mrs. Horton succeeds Edward J. Nally, recently retired because of age. She was also vice president of Federal Council of Churches of Christ in America and one-time president of Wellesley College.

MITCHELL NAMED V-P

MAURICE B. MITCHELL, general manager of Associated Program Service, elected vice president of Muzak Corp., New York, parent company. Mr. Mitchell, who joined Associated in September, continues as general manager.

RALPH G. ALLRUD, former sales manager for WDEM Providence, R. I., has joined staff of Blair-TV Inc., New York, as account executive.

Business Brief

AGENCY NAMED ● Standard Housekee... New York, national mail order and ... organization, names William Warren, Jac... & Delaney, New York, as advertising ag... Television will be used.

HOLIDAY SPECIAL ● Stanley Home P... ucts, Westfield, Mass., to sponsor Boy's T... Choir in special program of Christmas m... over ABC Dec. 10, 5-5:30 p.m. Agency, Cha... W. Hoyt Co., New York.

P&G SIGNS ● Procter & Gamble, Cincin... (Dreft and Oxydol), to start sponsorship ... 1, three times weekly, of Kate Smith on N... TV. Agency, Dancer-Fitzgerald-Sample, ... York.

COSMETIC FIRM PLANS HEAVY RADIO-TV DRIVE

HAZEL BISHOP LIPSTICK, New York (... delible lipstick), will start participation spo... sorship of three network television shows ... well as heavy spot announcement campaign ... both radio and television, effective first we... in January.

Advertiser originally used spot test cam... paign in television and is shifting much of ... budget from newspapers into radio and tel... vision. List of network shows in which Haz... Bishop Lipstick will participate is as follows... *Kate Smith Show* on NBC-TV, Fri. 4:30-... p.m., *Cavalcade of Bands* and *Cavalcade ... Stars*, both on DuMont TV network.

Spot announcement schedule will include one... minute films to be placed on 35 television sta... tions throughout country. In addition one... minute radio announcements will be used o... about 50 stations in non-television markets... Agency, Raymond Spector, New York.

Murray Spitzer, advertising director ... Revlon Inc., joins agency as account executive... on Hazel Bishop Lipstick account.

RCA EXPLAINS COLOR TV INVITATION LIST

RCA DID NOT invite FCC members to it... latest compatible color TV demonstrations be... cause color controversy is pending in court... RCA spokesman said Friday. Statement was... in answer to newspaper assertion that RCA... "snubbed" Commission by failing to extend... invitation to showings, which start in Wash... ington Tuesday.

Spokesman said that when RCA's suit... against adoption of CBS color standards has... been finally decided, FCC will be invited to... demonstration that will include all develop... ments and improvements in RCA system up... to that date, and that Chairman Wayne Coy... and other Commissioners have been informed... accordingly.

DRUG STORE RENEWAL

DRUG STORE Television Productions has... renewed *Cavalcade of Stars* on 19-station... DuMont TV network, Fri., 10-11 p.m. for 52... weeks with 13-week options, and *Cavalcade of... Bands* on 21-station DuMont TV network... Tues., 9-10 p.m., also for 52 weeks with 13-week... options. New contracts signed Friday by Edward Kletter, president, Products Adv. Corp.

22.1% MORE

'SPOT' ADVERTISERS BOUGHT TIME ON KSD IN OCTOBER, 1950 THAN IN OCTOBER, 1949

•

KSD's Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

For rates and availabilities, call or write

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.

So what?

There isn't a radio station which can't claim some sort of first. Maybe first with left-handed defensive quarterbacks, or first to use diamond-studded microphones, or what have you.

We sport a few FIRSTS, too . . . *profitable ones for those who take advantage of them.*

Such as: a show called "Club 1300". WFBR-built and produced. FIRST in rating against every kind of opposition thrown at it for ten years—from network soap operas to giveaways! Another one called Shoppin' Fun. Another called Every Woman's Hour. Others like Morning in Maryland, the Bob Landers Show, Homemakers Harmonies and more . . . a lot more . . . rate *first* with advertisers who want results.

All right up there in the ratings—all with huge followings. All available to advertisers on a participating basis.

Has your curiosity been tickled? Contact a John Blair man or WFBR direct. You'll be shown very clearly why, in Baltimore, you need

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Jonah Gitlitz, Elaine Haskell, Grace Motta, Lillian Oliver, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

MEAT PRICES . . . *from steer to steak*

Cattle are not all beef . . . Beef is not all steak

	LBS.	PRICE	TOTAL
Porterhouse steak	40	95¢	$38.00
Sirloin steak	50	85¢	42.50
Round steak	80	85¢	68.00
Rib & rump roasts	70	75¢	52.50
Chuck roast	100	55¢	55.00
Hamburger, stew beef	160	50¢	80.00
Fats	40	5¢	2.00
	540	63¢	

1000 lbs. Steer = **600 lbs. Beef** = **540 lbs. Retail Cuts**

at 26¢ per lb. | **at 42½¢ per lb.** | **(including shop fats)**

Packer pays | **Retailer pays** | **Consumer pays**

$260.00 | **$255.00*** | **$338.00**

For livestock raising to be profitable, farmer's return must cover maintenance of breeding stock, feed and labor costs, land use and the grower's time for the three years it takes to produce a good-grade steer.

*Value of by-products, such as hides, fats, hair, animal feeds, fertilizer, etc., typically offsets packers' dressing, handling and selling expenses, so that the beef from a steer normally sells at wholesale for less than the live animal cost.

Retail markup must cover such costs as rent, labor, depreciation on equipment and fixtures, etc., as well as shrinkage in weight of beef carcass when converted into retail cuts. Prices are averaged. In some stores they were lower. In some charge-and-deliver stores or in high-cost areas, they were higher.

Based on market reports of the USDA for good-grade beef steers and good-grade carcass beef, Chicago style cutting, and on average retail prices for good-grade meat, as reported by the U. S. Bureau of Labor Statistics, Chicago, during 1949.

A good look at this chart quickly provides answers to a lot of questions people ask about meat. For example, it shows why sirloin steak from a 26¢-per-pound steer may cost 85¢ over the counter, and why a meat packer can sell beef for less than he paid for the animal "on the hoof."

Efficiency in saving by-products as well as meat—and not economic legerdemain—makes this possible. It is one of the big reasons why meat moves from farmer—to packer—to store at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.

TAKE A TIP
FROM THE NATIVES...

They Know Where to Get the Best Returns

Atlanta's smart businessmen know on a cost per thousand basis WGST pays the best return on their advertising dollar. The ABC lineup, top local acceptance, alert merchandising support means more local advertisers buy more time on WGST than any other Atlanta station. How wise is your Atlanta investment?

WGST

ABC IN ATLANTA
5000 WATTS AT 920 K.C.

Studios and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business

AMERICAN SAFETY RAZOR Corp., Brooklyn, names McCann-Erickson, N. Y., for Silver Star Razors and Blades. Account formerly handled by Ruthrauff & Ryan, N. Y., will sponsor, effective Dec. 1, Robert Q. Lewis *The Show Goes On* on CBS-TV instead of firm's Ascot lighters. Latter product and ASR Foto-disc camera handled by McCann-Erickson.

KERR GLASS Mfg. Co., L. A., appoints McNeill & McCleery Inc., L. A., to handle advertising. **Charles R. Creamer** is account executive. No media plans announced. Firm heavy user of participations spotted in various markets throughout country coincident with canning seasons.

FIVE STAR MFG. Co., Grande Forkes, Minn. (Freeman Headbolt Engine Heaters), using transcribed announcements on 20 stations in cold belt coast-to-coast. Campaign started in November and will run through end of January; will also test TV in two markets. Agency: Barney Laven Inc., Fargo, N. D. **Harold Flint** is account executive.

ABITIBI POWER & PAPER Co., Toronto (newsprint), starts series of quarter-hour transcribed institutional programs on 23 Ontario stations. program dealing with *The People's Forest*. Agency: Albert Jarvis Ltd., Toronto.

MYSTIC ADHESIVE PRODUCTS Ltd., St. Catherine's Ont. (Mystic cloth tape), starts musical flashes on number of Canadian stations. Agency: James Fisher Co., Toronto.

THOR CORP., Chicago, in process of developing media plans for 1951 with its new agency, Henri, Hurst & McDonald, same city, which took over account Dec. 1. Radio and TV contemplated. Thor has used co-op film spots. **MARTIN ZITZ** is account executive.

YARDLEY of LONDON Inc., N. Y. (beauty preparations), to sponsor *Tex and Jinx* Mon.-Fri., 6:30-6:55 p.m. on WNBT (TV) New York starting Jan. 5.

CANADIAN INDUSTRIAL ALCOHOL Co. Ltd., Montreal (anti-freeze), starts one-minute spot announcements on number of Canadian stations. Agency: Stevenson & Scott Ltd., Montreal.

BREAKFAST CLUB Coffee, L. A., appoints Davis & Co., L. A., to handle advertising. Media plans not yet announced.

BEST FOODS (CANADA) Ltd., Hamilton, Ont. (Nucoa margarine), starts quiz show *Who's Talking*, five-minutes, five-times weekly on 6 Ontario and one British Columbia stations. Agency: F. H. Hayhurst Co., Toronto.

Network Accounts . . .

CHAMBERLAIN SALES CORP., Des Moines, for its lotion, will sponsor *Eric Severeid and the News* on CBS Sun., 6:45-7 p.m. CST from Jan. 7 for 52 weeks. Agency: BBDO, Chicago.

BURTON DIXIE CORP., Chicago (mattresses), sponsoring commentary program featuring Paul Harvey on ABC Sun., 10:15-10:30 p.m., started Dec. 3. Agency: Turner Adv., Chicago.

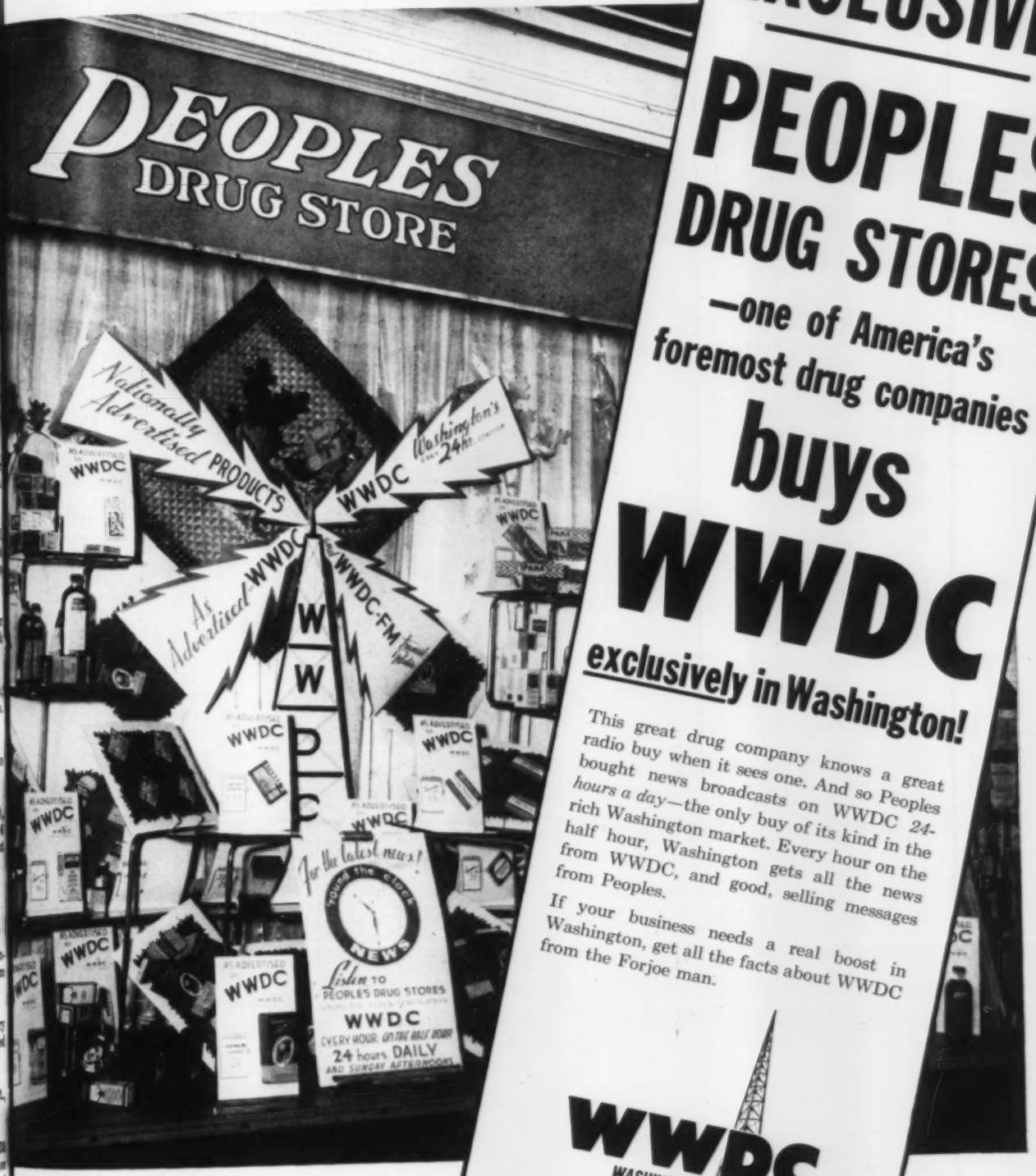
COLGATE-PALMOLIVE-PEET CO., renews *Judy Canova Show*, Sat., 10-10:30 p.m. over NBC. Agency: Ted Bates Co., N. Y.

WILLIAM WRIGLEY CO., Chicago, renews *Gene Autry*, Sat., 8-8:30 p.m. on CBS for 52 weeks, and *Life With Luigi*, Tues. 9-9:30 p.m. on CBS. Agency for Autry show is Ruthrauff & Ryan, Chicago, and for Luigi, Arthur-Meyerhoff Co., Chicago.

GENERAL MILLS Inc., Minneapolis, to sponsor 15-minute segment of *The FBI In Peace and War*, over CBS, Thurs. 8-8:30 p.m. beginning Jan. 4. **Procter & Gamble** for Lava Soap is co-sponsor. Agency: Knox Reeves Adv., Minneapolis.

A. O. SMITH Co., Milwaukee (industrial manufacturer), to sponsor 17th annual broadcast of Lionel Barrymore's portrayal of "Scrooge" in

(Continued on page 117)



EXCLUSIVE!

PEOPLES DRUG STORES

—one of America's foremost drug companies

buys WWDC

exclusively in Washington!

This great drug company knows a great radio buy when it sees one. And so Peoples bought news broadcasts on WWDC *24-hours a day*—the only buy of its kind in the rich Washington market. Every hour on the half hour, Washington gets all the news from WWDC, and good, selling messages from Peoples.

If your business needs a real boost in Washington, get all the facts about WWDC from the Forjoe man.

WWDC
WASHINGTON, D. C.

WWDC-FM—Washington's Transit Radio Station
H-R Representatives, Incorporated

XUM

CONFEDERATE MONEY!

WRC's Bill Herson has just concluded another successful promotion. You must have heard about Bill's Confederate money bidding contest for an RCA television set. Results, in a rather specialized promotion, were nontheless TERRIFIC. We're just 5000 watts, but the bids, in wires, letters and 'phone calls came from all over America.

Arthur Edson, Washington feature writer for Associated Press, mentioned: . . . "it may be that Confederate money will go farther here than it did in the last days of the Civil War . . ." (over 100,000 bills of all denominations were bid).

May we add . . . your money, dollar for dollar, on WRC will go farther today, in spots or programs for your product.

WRC has a heritage of results. This is just one example.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5000 Watts - 980 KC

feature of the week

GREAT names of history are passing in review in the City of Brotherly Love, and, as WCAU-AM-FM-TV claims, they listen and watch programs aired by the Philadelphia CBS affiliate.

The gimmick is part of WCAU's three-toned fall promotion campaign, first phase employing teaser ads in the *Philadelphia Bulletin*, the second car cards, and the third an ad series run twice a week in the *Bulletin*.

Promotion runs likes this: "When he goes home at night, Robert E. Lee listens to WCAU for the latest in war news." A note gives the Philadelphia address of listener Lee. The take-off on names includes prominent figures of literature, music, the theatre and history, such as Shakespeare, Caruso, Rudolph Valentino and Marconi. Of the latter, WCAU says he "discovers the best in radio on WCAU."

Other contributors to the slogans, which point up "best in music, best in drama, best in motion pictures," are a Joe Miller (watches WCAU-TV for the best in comedy) and a Steve Brody (takes no chances—he listens to WCAU).

Robert N. Pryor, WCAU's promotion and public relations director, says the eye-catching campaign is evoking wide audience reaction, with one listener suggesting her six-year-old son's name as a possible adliner. The name? Glenn Ford.

Caruso strikes notes for WCAU in promotion ad.

* * *

strictly business

DOUGLAS DAVID BALLIN JR.

KEEPING an "open mind" on advertising's ever-changing problems and, above all, "listening to the other guy's story before making a decision" are cornerstones of philosophy that have guided the active business career of Douglas Ballin, radio director of Whitehall Pharmacal Co., New York. Added to these convictions is his "first love" of radio.

"Right now by far the most interesting problem," says Mr. Ballin in looking back over his radio associations, "is what to do about television in relation to radio. This, of course, is a problem facing many longtime network and spot advertisers."

If his past performances pose an accurate indicator, neither Mr. Ballin nor his enterprising radio-minded firm need be confused. Whitehall currently sponsors five network shows and recently signed with NBC for its Operation Tandem, which also falls within Mr. Ballin's jurisdiction. Additionally, the drug company sponsors a program on the CBS Pacific Coast Network and spot schedules on over 300 stations.

Douglas David Ballin Jr. was born in New York City April 17, 1916. His early education consisted of four years at the Hill School beginning in 1934 and, later, attendance at Princeton U., where he emerged with an AB degree in political science. At Princeton Mr. Ballin was active in interclub sports and in management of the university's Triangle Club.

Upon graduation in 1938, he went west "to see as much of the country

(Continued on page 41)

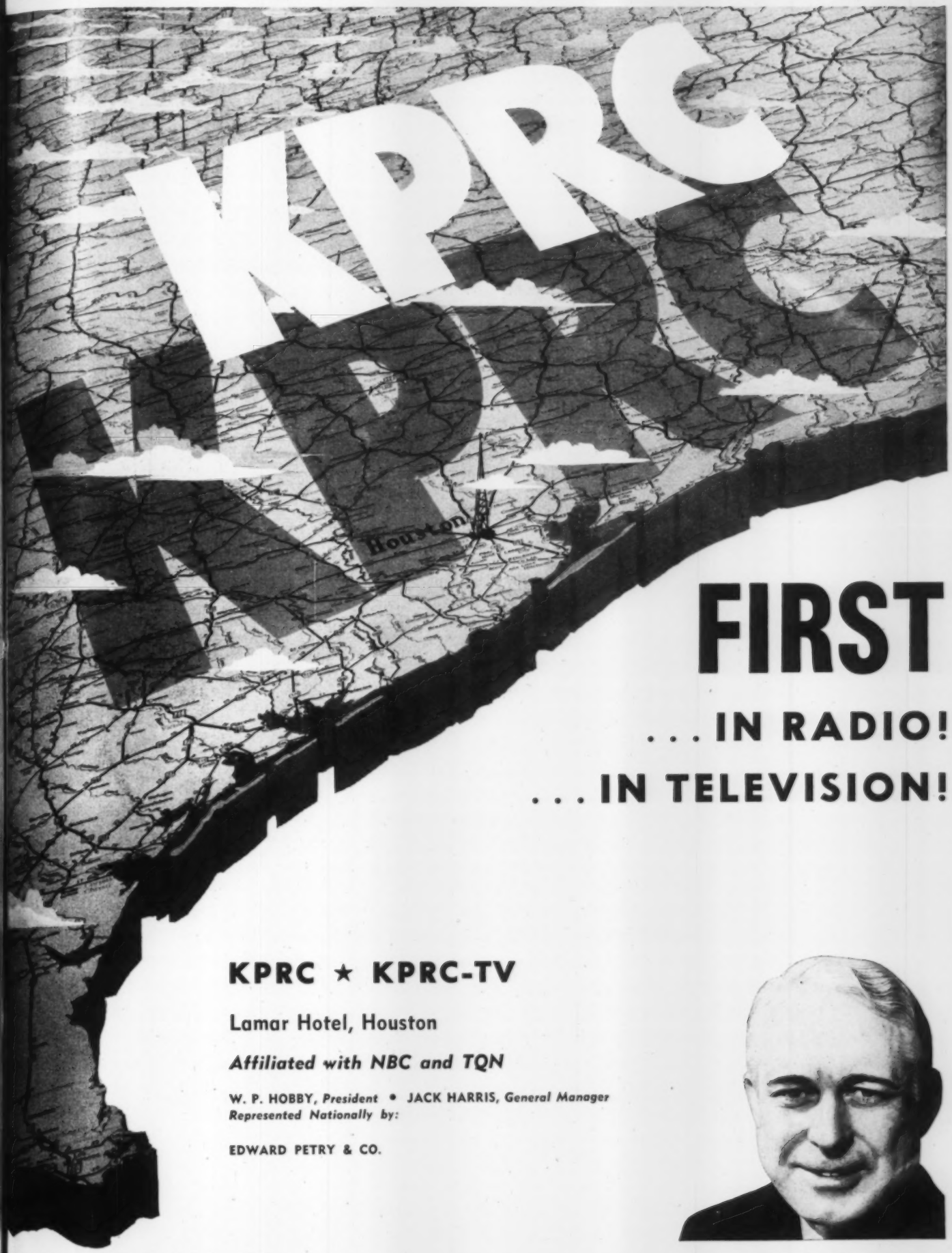
—and you'll discover you *don't have to pay the High Dollar* to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

- √ WEXL reaches over ½ the population of the State of Michigan
- √ WEXL is Michigan's First Independent Station (26 years)
- √ WEXL programs Music - News - Sports *when you want them*

Better "look on the other side" for High-Class Low-Cost Sell . . . on

WEXL
AM-FM

Phone Jordan 4-6523
National Representatives
HIL F. BEST
DETROIT
MICHIGAN



FIRST

. . . IN RADIO!

. . . IN TELEVISION!

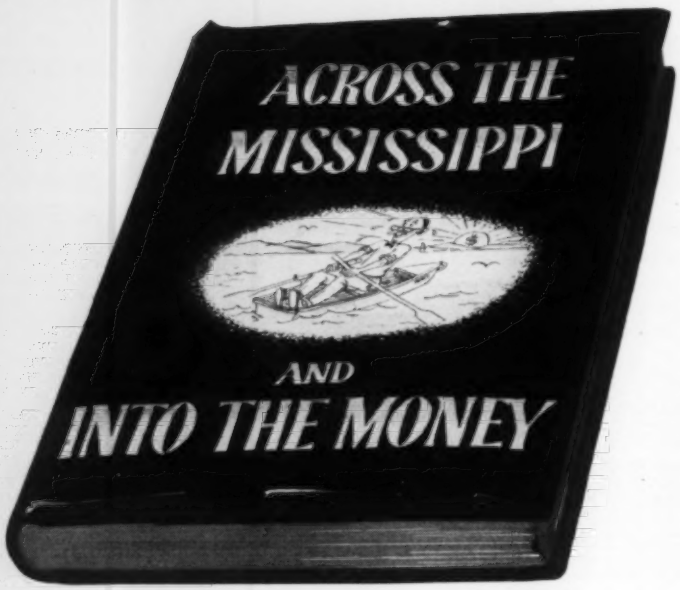
KPRC ★ KPRC-TV

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, *President* • **JACK HARRIS,** *General Manager*
Represented Nationally by:

EDWARD PETRY & CO.



This is my first and best and true and only station, thought William Quarton as he cast an appreciative eye along neat rows of high readership ratings. She is a little heavy with Godfrey, thought Bill, but she delivers an audience good.

A pair of Cadillacs honked at each other across the Cedar Rapids street, their radios set at 600. "A lovely market," mused Bill. He shuffled through program records, looking for an availability. His secretary came in, flushed with the burden of the morning mail.

"Shall I open this package which probably contains orders from our sales representative, the Katz Agency, first, which is merely exciting, or shall I shuck this ear of corn sent in by an admiring listener?"

"Let's open the package," said Bill. He reached for the string, slit it sharp and hard and clean with a pocket knife which read Souvenir of WMT, Cedar Rapids. "Iowa is a good place, Daughter, and we have a capital per capita, and half of the state's income is industrial and half comes from the fat of the land."

"I am going to give you my portable," the girl answered, "so that when you walk from the car to your office you can hear the Columbia Broadcasting System's exclusive outlet in Eastern Iowa. Tell me what the Katz Agency sent, but leave out the rough parts." She raised a window and the Iowa air, clean as your grandmother's bobby pin, floated in.

"They have sent us a new time stretcher. Thank G--! Now we can make room for all this other business."

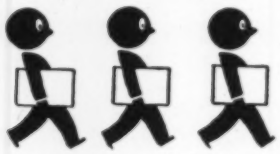
WMT
CEDAR RAPIDS

5000 WATTS

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK



agency

J. V. TARLETON, partner and president J. Sterling Getchell, N. Y., to Cunningham & Walsh, N. Y., in executive capacity, dealing with Liggett & Myers Tobacco Co.

ROBERT E. BRETHAUER, to J. Walter Thompson, Chicago, Jan. 1, as assistant to timebuyer **ED FITZGERALD**. Mr. Brethauer was AM-TV network account executive at ABC Chicago, handling the Minneapolis area. Other JWT buying additions are **ANNA JEAN PRIDMORE**, who returns to the agency, and **MARGARET HOTIRA**, formerly of the Shell Oil Co.

STAN SCHENDEL, copy supervisor Federal Adv. Inc., N. Y., to copy department Kudner Agency Inc., same city.

WILLIAM M. MILLS, McKim Adv. Ltd., Montreal, to manager McGuire Adv. Ltd., Montreal.

on all accounts

FREDERICK (Ted) LONG, director of radio and television for Geyer, Newell & Ganger, New York, began his professional career selling tubes and other indispensable radio parts in Boston. Today, he has himself become an indispensable part of radio.

A potent force in television besides, Mr. Long brings one of the most versatile of backgrounds to his present job as overseer of the impressive Nash-Kelvinator accounts, among many others.

In the latter days of his job as parts salesman he took over the supplementary job of announcer on WLOE Boston, remaining with the station until it closed its doors in bankruptcy.

He then joined WNAC Boston full-time as announcer and program supervisor. One year later he moved to WEAN Providence as commercial manager, shortly, advancing to the post of general manager of the station.

Four years later Mr. Long joined CBS in New York as a producer. He built and produced the Kostalanetz show, produced *The Hit Parade* for the first year-and-a-half as well as the *Flying Red Horse* program.

In 1936, he was named an assistant to Harry Butcher as program manager for CBS at WJSV (now WTOP) Washington. In 1938 he returned to New York to freelance, producing such shows as the Ripley program and *The Hit Parade Party*. In addition he was selected to supervise broadcasting activities for the New York 1939 World's Fair. In 1940 he served as assistant radio director of the Republican National Committee.

MR. LONG

One year later he moved to Chicago to join Lord & Thomas as head of radio. In 1941 he became administrative executive for the Coordinator of Inter-American Affairs.

In 1944 he joined BBDO New York, as radio account executive and head of the television and motion picture division. And two years later he went to Geyer, Newell & Ganger as production manager later to be named assistant director of radio and television and ultimately attaining his present job in 1949 as head of the department.

Besides the Nash-Kelvinator account, Mr. Long supervises radio and TV advertising for Embassy cigarettes, Continental Krueger beer and Zippo lighters.

The Longs, she is the former

(Continued on page 40)

beat

WILLIAM F. WALSH, Buchanan & Co., N. Y., to Lennen & Mitchell, N. Y., as account executive.

STEWART GARNER, Hollywood account executive, transfers to television department of agency's N. Y. office sometime next month.

JACK BROOKS, producer CFCF Montreal, to radio department Cockfield, Brown & Co., Montreal.

RALPH G. TUCHMAN, assistant to general manager KTTV(TV) Los Angeles, to Walter K. McCreery Inc., Beverly Hills, Calif., as radio-TV director. Replaces KEN BARTON, resigned to do freelance radio-TV production and announcing.

BENJAMIN GOLDBERG, Stuart Bart Agency, N. Y., to Franklin & Gladney Inc., same city, as art director.

KATHERINE M. NEUMANN, director of home economics department KMBC Kansas City, Mo., to radio-TV department Ketchum, MacLeod & Grove Inc., Pittsburgh. She will be featured on *Kay's Kitchen*, Mon-Fri. over WDTV(TV) Pittsburgh.

MAX E. FIRETOG, art director S. R. Leon Co. Inc., N. Y. appointed vice president.

FRANK E. DUFFY, copywriter Geare-Marston Inc., Phila., to copy staff A. E. Aldridge Assoc. Adv., Phila.

CHANGE of address: BERNARD B. SCHNITZER Inc. moves to 347 Stockton St., S. F., BRISACHER, WHEELER & STAFF moves to new building at 1660 Bush St., S. F.

KENNETH R. McMATH, N. W. Ayer & Son, N. Y., to Lennen & Mitchell, N. Y., as account executive.

MARK FORBES, John Irving Shoe Corp., Boston, to The Biow Co., N. Y., as copywriter.

GOFF ASSOC., new advertising agency in Wilmington, Del., has been organized by ALAN GOFF, former graphic presentation director NBS. The agency will serve both manufacturing and retail accounts in Delaware and on nation-wide basis. Offices are located at 830 Orange Street, Wilmington.

Personals . . .

CORWALL JACKSON, vice president in charge Hollywood office J. Walter Thompson Co., in New York for 14 days attending conferences . . . PAUL D. KRANZBERG, president Padco Adv. Co., St. Louis, elected national chairman of Affiliated Advertising Agencies Network . . . EDWARD J. BRECK, vice president and general manager John H. Breck Inc., Springfield, Mass., appointed to board of trustees of American Fair Trade Council.

ELON BORTON, president and general manager Advertising Federation of America, elected director-at-large of Advertising Council . . . JOHN MATHER LUPTON, president of advertising agency bearing his name, was inducted as professional member into William H. Johns Chapter, Alpha Delta Sigma, the national honorary advertising fraternity.

George Haefner

GIVES THEM . . .

COUNTRY FARE

AND THEY LIKE IT!

There's nothing city-slickerish about George Haefner's "Country Fare" show every weekday on WHAM from 5:30 to 6:30 a.m.

Just down-to-earth facts and chit-chat about running the farm; news bulletins; crop reports; and lots of good old-time music always as welcome as ham and eggs to start the day off right.

An hour that's loyally listened to all thru Western New York by the prosperous farmers in WHAM-land.

Normally "Country Fare" is sold out. It does that good a job for advertisers. But availabilities do open up from time to time.
If you want to sell to the Western New York farmer, see HOLLINGBERY about WHAM's "Country Fare."

WHAM

The Stromberg-Carlson Station

Basic NBC—50,000 watts—clear channel—1180 kc

LOCAL PRESTIGE IS IMPORTANT IN PACIFIC COAST NETWORK RADIO, TOO!

DON LEE'S NETWORK PRESTIGE is "home-town" prestige in 45 important Pacific Coast marketing areas—and in 24 of these markets, Don Lee has the *only* network radio outlet. That, above all else, explains why Don Lee is the *only* network designed for *complete* local Pacific Coast radio coverage.

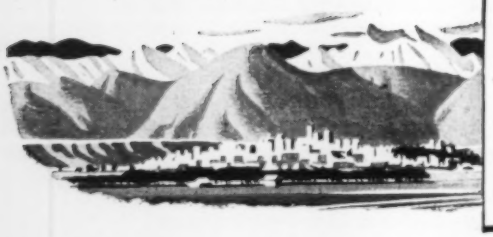
With Don Lee, there is consistently good reception by Pacific Coast listeners because Don Lee—and only Don Lee—was built to meet the special Pacific Coast reception problems. Great distances between markets, mountain ranges (5,000 to 14,495 feet high) and low ground conductivity made it advisable to locate network stations within each of the many vital marketing areas. That's why the best, most economical coverage for the Pacific Coast is obtained with Don Lee's 45 local network radio outlets.

Only Don Lee offers advertisers all the advantages of local selling, local influence and local prestige. That's important in selling and it's an *exclusive* Don Lee network selling advantage.

With Don Lee you get local *product* acceptance where you want it—to meet your specialized marketing prob-

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**

lems. You buy coverage to fit your distribution. No waste. You buy only what you need.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families from a local network station located where they live and where they spend their money. It's the most logical, the most economical, the "best received" coverage you can get for the Pacific Coast.

That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

***Don Lee Stations on Parade:* KVOE—SANTA ANA, CALIFORNIA**

*Orange County has a population of over 200,000 and annual retail sales are nearly $200,000,000—and KVOE is the only radio station within the county. Only via this 24-year-old Don Lee station can you cover this market from the inside—*LOCALLY*—where the people live and spend their money. The Don Lee network covers the* WHOLE *Pacific Coast market with 45 such strategically located stations.*

The Nation's Greatest Regional Network

In The Public Interest

KFWB Hollywood Nov. 28 cancelled all commercial time for 24-hour marathon to aid Community Chest in closing days of fund raising campaign. Station and Southern California Chapter, AAAA, cooperated in bringing radio, television, film and recording artists before microphone to stimulate volunteer solicitors in field to bring in required quotas. Solicitors reported via telephone with conversations with talent on broadcast.

* * *

Generous Listeners

WITHIN minutes after a plea was made for donations for a farm family whose baby had died away from home, KNOE Monroe, La., began receiving pledges from listeners. Irving Zeidman, program director for the station, had made the request on *Happiness Exchange*, when he heard that the baby had died in New Orleans and the family could not afford to transport the body home nor provide a proper burial. The expenses were set at $75, but before Mr. Zeidman could halt the calls the station had received $110.

* * *

Gets Fast Results

A DOCTOR in Cleveland, Ohio, called WERE that city and asked that a message be read over the air, urging anyone with O type blood to call the Huron Road Hospital at once in order to save the life of a patient who needed 10 pints of blood. WERE put the announcement on immediately and reread it several times during its broadcast of the Cleveland Barons' hockey game. The doctor called the station again, some half-hour after the first appeal was made, and reported the hospital had been flooded with calls from listeners and had obtained the necessary blood.

* * *

Boost for History Teachers

USE of a daily newsreel covering world events will be one of the methods of teaching history in San Antonio classrooms. WOAI-TV San Antonio is donating used fi... of its daily *Telenews* progr... along with the script, t... the au... visual department of the San ... tonio Independent School Distr... The films and scripts are compi... and edited by International N... Service and International N... Photos. They are to be deliver... to the school film library in wee... installments.

* * *

Cousins Found

WHEN Sam Peskin decided to ... to Cleveland to join the Marines ... intended to spend his last civili... hours with his cousins, Alice a... Ruth Peskin. Since he had not h... contact with them for 20 years, a... had forgotten their married nam... he asked WDOK Cleveland to he... him. He personally aired his st... over *Symphony Sid*, afternoon d... show. Ten minutes later, a listen... phoned in a lead, and within h... an hour, Mr. Peskin was visiti... with Mrs. Alice Peskin Warmin... ton.

* * *

The BIG PLUS in Little Rock can be yours . . . if you advertise on —

NBC's Arkansas Powerhouse-KARK

Send today for the illustrated brochure that gives the FACTS, and shows how you can put this PLUS to work for you in the sales oasis of fast-growing Arkansas. Just write us or ask your nearest Petry Representative for your copy!

National Representative: EDWARD PETRY AND CO., INC.

KARK dial 920 NBC 5000 WATTS

Arkansas' Preferred Station

T. K. BARTON, Gen'l Mgr.

JULIAN F. HAAS, Comm'l Mgr.

BERGEN VISIT

KCBQ Records Even...

WHEN a five-year-old polio pa... tient at San Diego County Hospi... recently asked her parents for ... photograph of Edgar Berge... precocious pal, Charlie McCarth... she really sparked a chain of even... And Charlie, no woodenhead, ro... to the occasion.

The appeal was passed on b... Kathleen Howell's parents to th... National Foundation for Infanti... Paralysis, whose county chairma... forwarded the request to T... Writer Virginia McPherson. Sh... appealed, in turn, to Mr. Berge... who consented to make the tri...

KCBQ San Diego's special even... section setup a two-way publi... address system at the hospital s... Charlie could chat with the gi... through a glass panel in the isol... tion ward.

The Regan tape recording ma... at the airport and hospital wa... played back that evening on KCB... Listeners heard Charlie questi... the girl about her gifts and chuck... at his own gags, while a baby ... the polio isolation ward wail... softly in the background.

* * *

Charlie McCarthy — aided, ... course, by Mr. Bergen—chats ... polio victim, Kathleen Howe...

give to anyone in radio-tv

BROADCASTING

Merry Christmas

52 WEEKS A YEAR

... with BROADCASTING • TELECASTING. What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 25 issue.

Remember, when you give BROADCASTING • TELECASTING you give the finest in radio for 52 weeks, plus the big 3½ lb. 1951 Yearbook.

at Special Christmas rates . . .

1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

20 YEARS OF SERVICE TO RADIO-TV

BROADCASTING TELECASTING

PLEASE SEND BROADCASTING AND 1951 YEARBOOK AS MY GIFT TO—

1 for $7.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

2 for $13.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

3 for $19.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

4 for $25.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

5 for $30.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

6 for $35.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

7 for $40.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

8 for $45.00

☐ √ IF RENEWAL

Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

Signed .....
Firm .....
Address .....

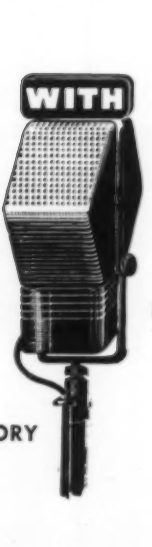
IMPORTANT—Mail today to:

BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

☐ $ _____ enclosed ☐ Bill me later

XUM

You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 39, No. 23 WASHINGTON, D. C., DECEMBER 4, 1950 $7.00 A YEAR—25c A COPY

New York Analysis Refutes Rate Cut

Radio Flexes Biceps

D. C. Shows Gain Despite TV

ANSWERING advertisers and agencies who have been clamoring for a reduction of evening radio rates in New York on the presumption that television viewing has severely cut into radio listening in that city during the evening hours, the research department of WOR New York last week unveiled an analysis of homes reached by each medium which showed radio to have an appreciable edge over TV on a cost-per-1,000-homes basis.

The WOR report also noted that while New York radio stations are delivering more listening families at less cost than they did 10 years ago, the city's newspapers and national magazines in the same period have instituted rate increases far in excess of their circulation gains.

The radio-TV comparison was obtained by applying the 15-minute evening rates of the city's seven TV stations and the 10 radio stations whose nighttime audiences were measured throughout the week by The Pulse Inc., against the actual listening and viewing audience as obtained by projecting Pulse radio and TV ratings for October 1950. This comparison showed, according to the WOR analysis, that, on a cost-per-1,000-homes basis:

"Nighttime radio rates in New York were 60% lower than comparable television rates in New York during the early evening (6-8 p.m.) and 41% lower in the 8-10 p.m. period as of October."

Cost-Per-Thousand

Radio delivered 1,000 listening New York homes for $3.50 in the 6-8 p.m. period, and for $3.03 in the 8-10 p.m. period, contrasted with TV costs of $8.84 per 1,000 homes in the early evening hours between 6 and 8 p.m. and $5.15 for the following two hours between 8 and 10 p.m., WOR stated.

The report also pointed out that the margin of radio over TV is even more pronounced than these figures indicate, since the comparison is based on New York's 17-county metropolitan area and makes no allowance for the "very sizable audience edge that radio has over television in the area beyond metropolitan New York," and since no account was taken of talent costs "which bulk so large in TV as contrasted with radio."

Avoiding direct cost-per-1,000 comparisons between radio and printed media as "difficult to establish because of the controversial problems involved in comparing rates and circulation for the different media," the analysis is lim-

(Continued on page 32)

RADIO LISTENING shows an impressive increase over the past 12 months for the important Washington market. In the periods before 7 p.m. radio had a bigger audience than it had a year ago in spite of the city's four television stations which, at the same time, claim a set circulation increase of 175%.

While the total evening radio audience is off slightly, many of the network nighttime periods show an increase for the year.

Just how healthy radio is may be seen by an analysis of the October 1949 and October 1950 reports on the Washington radio audience by the American Research Bureau.

Of the 13 one-hour periods between 6 a.m. and 7 p.m., increases in total audience have been registered by 61.5% of them, Monday through Friday. On Saturday, 38.5% of the daytime hours show gains in cumulative audience on comparison of October 1949 and October 1950. There were 23% of the Sunday daytime hours which had more listeners in 1950 than in 1949.

In the period before noon, Monday through Friday, 83.3% of the hours made an increase in total audience between the two years. This growth in circulation is credited partly to the increased interest in news broadcasts since the outbreak of the Korean conflict.

Although the Washington stations do carry heavy news schedules before 9 a.m., and the audience flow may be somewhat static, the total morning audience certainly has not been "forced" by news alone.

Before 4 p.m., 80% of the one-hour periods show a gain in total

(Continued on page 34)

NEW YORK, the world's number one market, and Washington, the white collar capital of the globe, have answers for those who see "ear radio" yielding all to "eye radio." New York with seven TV stations and TV circulation approaching the two million mark, has been cited as Exhibit "A" in the capitulation of radio to TV. In the adjacent column, there's verified proof that radio furnishes the biggest bargain for advertisers of any medium extant. Simultaneously, Washington, with its four TV stations, produced reports based on reliable research, proving that radio listening between 6 a.m. and 7 p.m. has shown a *considerable increase* over the last 12-month period.

FREQUENCY USE

Top Policy Agency Seen

CREATION of a permanent top-level frequency allocations and communications policy agency which would draw the broad blueprints for FCC and the Interdepartment Radio Advisory Committee moved closer on the governmental horizon last week.

President Truman's Temporary Communications Policy Board, which has been considering the plan for several months [CLOSED CIRCUIT, Sept. 11], devoted most of its 2½-day November meeting to the subject and heard the overall idea endorsed by FCC Chairman Wayne Coy.

Authorities speculated that the temporary board in its report to the President, due Feb. 17, will recommend that such an agency be created within government to work at a sub-Presidential level in the interests of frequency economy and more efficient communications policies.

Meanwhile, Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Interstate and Foreign Commerce Radio Subcommittee, who may become Senate majority leader in the next Congress, urged the temporary board to recommend appointment of "an Assistant Secretary of State for Communications."

McFarland's Views

Sen. McFarland, who had initiated a Senate subcommittee study similar to the Presidential board's just prior to the latter's creation, made his suggestion in a letter sent Friday to Board Chairman Irvin Stewart, former FCC Commissioner and now president of the U. of West Virginia. A copy of Sen. McFarland's letter was sent to Secretary of State Dean Acheson.

The seriousness with which Dr. Stewart's board is pursuing the idea of a permanent policy agency was indicated by the fact that representatives of the Budget Bureau were called in for conferences following the sessions with FCC Chairman Coy.

Although final thinking has not yet crystallized, it was understood the five-man temporary board feels that frequency and communications efficiency would be improved through the operation of an agency to set broad, overall policies.

It would be the present board's hope, on the basis of current discussions, that the permanent agency would function with a minimum of disturbance to the operations of the FCC and the Interdepartment Radio Advisory Committee (IRAC).

It was conceded, however, that improvements might result if there were an overall agency which would, for instance, pass upon the respective frequency requirements of government and non-government users. IRAC's present operations in this regard have been an

(Continued on page 113)

Also in This Issue
Agenda, Registration, and Special Features in Connection With TBA Annual Clinic
See Page 53

SHOWERMAN TO F&P As TV Sales Manager

I. E. (Chick) SHOWERMAN, who has just resigned as NBC Central Division vice president, ending 22 years with the network (see story page 23), on Dec. 11 will join Free & Peters Inc., station representative organization, as television sales manager. He will spend several weeks in the Chicago office before moving to New York after the first of the year to supervise TV sales representation of all seven F&P offices from headquarters there.

Joining NBC's Chicago sales staff in 1928 when the network first established offices in that city, Mr. Showerman remained there until 1936, when NBC transferred him to New York as assistant sales manager of its Eastern Division. He became sales manager of the division in 1940 and in April 1946, after a decade in New York, he returned to Chicago as general sales manager of the NBC Central Division. In August 1947 he was made vice president of the division, holding that title until his resignation from NBC last week.

As manager of NBC's Chicago operations Mr. Showerman has directed the operations of the network's TV station there, WNBQ, from its blue print days to the present, when it is in its second year of telecasting as one of the city's major TV stations.

In announcing Mr. Showerman's appointment, Free & Peters hailed it as another important step in the firm's TV development, which began nearly four years ago—in January 1947—when F&P sold a spot campaign for KSD-TV St. Louis. A separate TV sales staff was established in September 1948. F&P now represents eight TV stations: WOC-TV Davenport, WBAP-TV Fort Worth-Dallas, WAVE-TV Louisville, WTVJ (TV) Miami, WTCN-TV Minneapolis-St. Paul, WPIX (TV) New York, KSD-TV St. Louis and KRON-TV San Francisco.

Mr. SHOWERMAN

Kraft Buys Two

KRAFT FOODS, Chicago, will sponsor two 15-minute segments of *Queen for a Day* Tuesday and Thursday beginning Jan. 2 and two five-minute *Bobby Benson* shows Tuesday and Thursday on the full Mutual network beginning the same date. Shows will advertise caramels, malted milk and Kraft Dinner. J. Walter Thompson, Chicago is the agency.

REISS FORMS

New Representative Firm

O. J. REISS last week announced the opening of a national representative office at 904 Maritime Bldg., New Orleans, La. A veteran radioman, Mr. Reiss also has served agencies in consumer research and market analysis in the New Orleans area.

A long-time resident of New Orleans, Mr. Reiss owned Reiss Coffee Co. from 1934 to 1942. He also has been Tennessee state manager for Brown-Froman Distillery and Louisiana manager for Christian Bros. Wines.

In the radio field, Mr. Reiss has been with WHHM and WMPS, both Memphis. At present he represents 14 Louisiana and Mississippi stations in the New Orleans market.

TIME SALES

Networks Gross $16,303,325 In October

GROSS TIME sales of the four nationwide radio networks in October totaled $16,303,325, only 0.7% below the $16,423,385 grossed in the same month of 1949, according to Publishers Information Bureau.

PIB report shows CBS the only network with a larger gross for this October as compared to last, an increase of 16.0%, while the other three networks all sustained losses in comparison to their grosses in the previous October.

For the 10-month period, January through October, the 1950 total of $152,025,610 is down 2.2% from the $155,536,283 gross network time sales in the same period of 1949.

Again, CBS is the only network to show a gain, up 10.9% over last year.

Table prepared by PIB follows:

	Oct. 50	Oct. 49	10 Mos. 50	10 Mos. 49
ABC	$3,165,016	$3,404,683	$29,583,013	$35,279,373
CBS	6,674,657	5,754,037	57,743,321	52,055,629
MBS	1,534,526	1,667,482	13,422,055	15,377,823
NBC	4,929,126	5,597,183	51,277,221	52,823,458
TOTAL	16,303,325	16,423,385	152,025,610	155,536,283

Drawn for BROADCASTING by Sid Hix

"That's not a hula, Bert . . . That's FM oscillator radiation!"

BANKRUPTCY

Papers Filed by Dana Jones

VOLUNTARY bankruptcy papers were filed last Wednesday in U. S. District Court, Los Angeles, by Dana Jones Co., Los Angeles, 25-year-old pioneer advertising agency. Agency, which also has offices in Chicago, is said to be in debt $100,000 on the West Coast alone.

Among local accounts serviced were Helms Bakeries, Studebaker Metropolitan Dealers, and Bullock's Department Store, all of whom used radio and television on local stations.

PANGBORN

Is Named General Manager Southland (WOAI-AM-FM)

APPOINTMENT of Arden X. Pangborn, business manager of the *Portland Oregonian* (KGW), as general manager of Southland Industries Inc., owner and operator of WOAI-AM-TV San Antonio, was announced last week by Hugh A. L. Halff, president and treasurer. Mr. Pangborn joins the organization, which also includes oil, ranching and real estate properties, on Jan. 15.

Mr. Pangborn

Mr. Pangborn has been business manager of the Portland newspaper since 1946, when he succeeded E. Palmer Hoyt, now editor and publisher of the *Denver Post*. For the preceding five years, he had been general manager of KGW and was succeeded in that post by H. Quenton Cox, its present head.

Mr. Halff, president and general manager of WOAI, recently assumed the presidency of Southland Industries following the death of his uncle, G. A. C. Halff, last September. Mr. Pangborn will report directly to Mr. Halff.

One of the West's best known newspaper executives and broadcasters, Mr. Pangborn, now 43, started on the *Oregonian* a quarter of a century ago. He served successively as a cub sports reporter, general reporter, city editor, executive news editor, managing editor and, in 1941 became general manager of KGW and also of KEX Portland. The latter station was subsequently sold, under the dual ownership regulations, to Westinghouse.

He graduated from the U. of Oregon in 1929. Among his many achievements in the newspaper field was the winning of the coveted U. of Missouri's School of Journalism honor award for 1940.

Mrs. Pangborn is the former Marie Mathison of Portland. They were married in 1932 and have two children, Kim and Mary Alice, not yet in their teens.

OPERATION EMERGENCY

Rescue Officials Laud Radio's Role

PUBLIC and civic officials joined last week in recognition of radio's life-saving role on behalf of millions living in the storm-struck area from Illinois to the Atlantic. Residents of the nation's most populous region were guided by radio through one of the most serious emergencies in history, a service at which broadcasters have long experience. With every other medium crippled or impotent, radio stepped into its familiar disaster role and demonstrated that it can instantly and effectively contact the bulk of the population.

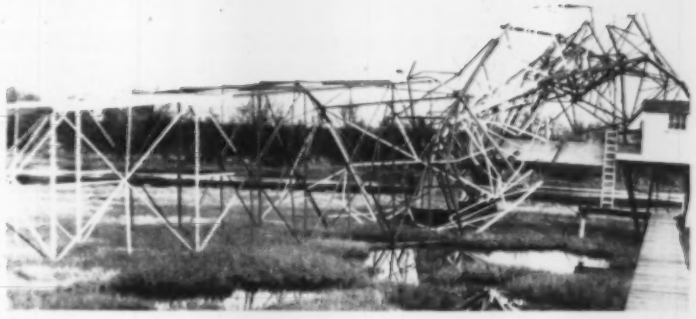
The blizzards and gales that swept the region provided an unexpected disaster drill, a reminder that the industry is prepared to serve its role as No. 1 information source in case of a national defense emergency.

Laud Efforts

No possible estimate could be made of the number of lives saved and the suffering spared millions of persons, to say nothing of property damage that was avoided, but everywhere mayors, governors, Red Cross officials, civic leaders and others paid tribute to radio as an information medium with the widest circulation, fastest action and greatest resistance to breakdown in time of crisis. Commercial schedules were tossed out the window to clear time for disaster service.

In many cases stations were temporarily stunned by blown-down towers or power failures but alert staffs quickly put emergency transmitters and power facilities in action. Power failures silenced many receivers, but portable and auto sets filled much of the gap.

* * *



WINDS of hurricane velocity that whipped through New England levelled two 380-ft. towers of WPRO Providence. This one was toppled shortly before 10 p.m. Nov. 25.

* * *

Radio station crews, ignoring weekend leaves, fought their way through snow-bound streets and roads to man transmitters and handle the heavy load of work at studios and offices. They operated in the finest radio tradition as the industry became the only contact home-bound people had with their communities and the outside world.

Everyone became a reporter, from executives to typists, as facts were gathered by utilizing every operating means of transportation or old-fashioned foot-power. A saga of heroic public service performances could be, but never will be written because radio personnel were too busy with disaster relief to bother recording their individual contributions.

With many newspapers unable to print, and countless others unable to circulate papers to subscribers, the public relied for several days on radio. Even as late as Tuesday some cities had only one medium of intelligence.

Television proved an effective medium in areas having stations, but in some areas where winds reached unprecedented velocities the damage to home TV antennas was serious. Even with antennas blown down, however, a surprisingly high percentage of sets continued to operate. Built-in antennas and temporary home-made rigs minimized effects of the storm in TV areas. When power was off, however, sets became inoperative. In some cases reception was marred by below-normal voltages.

Householders were warned in some cities to turn off all appliances because of the danger to

(Continued on page 114)

N.Y. WEATHERS WIND

Towers Are Levelled

NO INTERRUPTION of major radio and television network programs originating in the New York area was reported during the recent storm. WNBC New York, which transmits from Port Washington, Long Island, where public service power failed, was off the air briefly during a local program Saturday morning (Nov. 25) from 9:05 to 9:20. For the next 18½ hours, the station operated on power from an auxiliary generator. The WCBS transmitter on Columbia Island, off New Rochelle, N. Y., in Long Island Sound, suffered minor damage from salt water. The station had to reduce power from 50,000 to 5,000 w between 10:39 and 10:56 a.m., and 11:33 a.m. and 12:29 p.m., Saturday.

Major casualties of broadcasting in the New York area were suffered on a flat section of the New Jersey coast which was struck by gale winds, and inundated by high waters from the Hackensack River and ocean. Transmitters in this area included WMGM at Rutherford, WMGM-FM at Cliffside Park, WINS at Lindhurst, WMCA at Kearny, WWRL at Secaucus, WHOM at Ridgefield Park, and WBNX on the outskirts of Paterson.

Saturday morning at 6:32, flooded power lines at the WINS transmitter site put that station off the air until 10:40 a.m. Then, after transmitting briefly until 11:07 a.m., the station was off the air until it resumed at 1:30 p.m. on a share-basis with WMGM over the auxiliary transmitter of WOR at Cateret, N. J. From then until sign-on time Tuesday, when its repaired facilities became available, WINS used WOR facilities—Saturday from 1:30 to 8 p.m., Sunday from 7:30 to 1:15, and 5:30 to 8 p.m.; and all day Monday.

Two 400-ft. steel antenna towers of the WMGM transmitter snapped off in the face of high-velocity winds at 3:26 p.m. Saturday, putting the station off the air until 8 p.m., when it resumed over the WOR auxiliary transmitter. Continuing to use WOR facilities over Sunday, the station returned to the air Monday at 6 a.m., operating on 1,000 w over improvised facilities.

Moore Describes Storm

WMCA Transmitter Engineer Art Moore described the effect of the storm at its height. Great waves swept over the marshland around Kearny, N. J., up to the tower houses and within six inches of the transmitter building floor itself, threatening to wash away the catwalks carrying the coaxial cables and carrying away the surface above buried gasoline tanks, which would then float off.

Meanwhile, he said, the towers were bending in the wind as if they were trees. A heavy three-inch door in the transmitter building was twisted and almost blown away. However, WMCA was able to maintain continuous operation, except for 10 minutes of silence Sunday morning, when it was necessary to switch to auxiliary power, and a generator brush was found to need cleaning.

Daniel Sloane, an engineer at the WMCA-FM transmitter located on the 54th floor of the Chanin Bldg. in midtown Manhattan, became "seasick" from the swaying

(Continued on page 116)

* * *

OHIO's high drifts didn't deter John Baker, assistant news editor of WHBC Canton. He simply donned snowshoes for the trek to work.

POWER failures didn't faze Harold Behrens (l), engineer of WQXR New York. Packing 35 pounds of battery-operated field equipment, he made his way up 29 floors of the darkened Whitehall Bldg. for the United Fruit Co. *Weather Roundup* on the Rural Radio Network. He earns the handshake of Clarence W. Moore, assistant director of advertising for Fruit Dispatch Co., a division of United Fruit Co.

IN REVIEW...

Program Facts

The Peter and Mary Show, on NBC-TV.
Sponsor: Borden's Instant Coffee.
Agency: Kenyon & Eckhardt; Account Executive: William Wright.
Prod. Cost: $9,000
Cast: Peter Lind Hayes, Mary Healy, Mary Wickes, Claude Stroud, Gloria Swanson, Hal LeRoy.
Producer: Alan DuCovny.
Director: Theodore B. Sills.
Music: Norman Leydon.
Sets by Al Ostrand.
Writers: Jack Harvey, Jay Simmons.

SEVERAL people of style and taste collaborated to put on the new *Peter and Mary Show* which started Thanksgiving Day on NBC-TV 8:30-9 p.m., starring Peter Lind Hayes and his wife, Mary Healy. They succeeded in proving, while still putting together an admirable program, that taste and style, commendable qualities in themselves, are not quite the same as honesty. The thing that was missing in *Peter and Mary* was Hayes and Healy.

Mr. and Mrs. Hayes actually may be as amiable and comparatively normal a couple as their script suggested. If so, it's a pity. Individually the two are remembered as vibrant performers who can draw electricity from a darkened stage. That, in the professional sense, is their honest character. That is the character that did not quite come off in the first program of their new comedy series.

Effect On Visitors

Perhaps the fault lay in the vitiating need for them to be hosts to the guests in their home, while at the same time deferring to those guests. Certainly no fault can be found with the effect of that tactic on the visitors themselves.

Gloria Swanson and Claude Stroud were deftly led into roles that allowed them to play to their strength, i.e. their established stage characters. Their performances were consequently strong. Mr. Stroud took over the dominance that should have been Mr. Hayes' and Miss Swanson dominated all in a comic and curiously subtle extension of her rococco screen personality in "Sunset Boulevard."

Hal Le Roy emerged only slightly less successfully as a guest while Mary Wickes, as a cook, suffered somewhat as did the Hayes from the restrictions of her role, which is to say that she has been funnier —or rather that she previously has had more opportunity to be funnier.

This is not to suggest that the show be transformed into a series of vaudeville turns, but rather that less concession be made to format at the cost of comedy. Translated dramatically it may mean simply that only one of the principals be sacrificed to the exposition. Logic, if not chivalry, would indicate that Miss Healy be called upon to bear that sacrifice.

Actually, there was some attempt in the first show to lighten the role of Mr. Hayes as the husband, but the lightness melted into haplessness, a stereotype better suited to a post adolescent Henry Aldrich.

Situation Comedy

It occurs that the fundamental error may lie in the show's conception—thinking of it as a situation comedy, which it is not; and not as a comedy of characters, which it is.

Still there is much evidence that the talent and ingenuity necessary to the correction of this misconception is amply present on the program. Nowhere was that ingenuity and talent better exemplified than in the approach to lines on this audience-free comedy. The people in charge have understood absence of an audience is no excuse to let down on the dialogue.

They have recognized that the only way those responses can seem natural is to have the lines appear convincingly capable of inspiring either interest or laughter as the situation demands. It is a big thing to know, and a bigger thing to be able to implement that knowledge. The people on this show have demonstrated that they have that knowledge and that ability.

Now they must keep the normally show-stealing Mr. Hayes from going straight.

The commercials on the show were integrated and effective, but again the suspicion arises that Mr. Hayes' participation in them in their present form was at the expense of his original comic character, which, in the last analysis was what the sponsor bought, even as he expects his audience to go on buying the original Borden's Instant Coffee.

Program Facts

Sponsor: American Tobacco Co. (Lucky Strike cigarettes)
Agency: BBDO, New York.
Account Executive: Tax Cumings.
Cast: Snooky Lanson, Dorothy Collins, others on changing basis.
Commercials used on following shows: *Hit Parade* on NBC Saturday 8:30-9 P. M. and on NBC-TV Saturday 10:30-11 P. M.; Jack Benny on CBS Sundays 7-7:30 P.M. and on CBS-TV every eighth week; Robert Montgomery Show alternate Mondays, 9:30-10:30 P. M. on NBC-TV; Roller Derby, ABC-TV, Tuesday, 10:30 P. M. until close. Spots on 51 television stations and 64 radio stations.
Cost of One Live Television Commercial for Talent: $2,000.

THE CURRENT crop of Lucky Strike radio and televisi commercials is as easy on the ears and eyes as the make of Luckies would have you believe their cigarettes a on your throat.

The implication of all the "Be Happy, Go Lucky" jingles is that a puff on a Lucky guarantees entry into a world of pure sweetness and light. Marihuana cannot do as much, and besides it is illegal.

To radio and television audiences who have been assaulted by the advertising claims of rival cigarettes, the Lucky commercials must come as not only a relief but an invitation. The commercials ought to sell enough Luckies to choke a tobacco auctioneer.

The whole campaign is built around a jingle composed and arranged by Raymond Scott. The chorus, written down, does not seem an example of inspired lyricism, but when sung by talented voices accompanied by a tricky instrumental background, it is engaging. It simply advises listeners to "Be Happy, Go Lucky, Be Happy, Go Lucky Strike. Be Happy, Go Lucky, Go Lucky Strike Today."

Ad Infinitum

Verses to the jingle are quite another matter. They are almost numberless, and each time a new batch of recorded or live spots is produced, the verses are changed. Practically everybody at BBDO is said to be making up new verses. In no time doggerel will be the accepted conversational style there.

The live television versions of the commercials take on the dimensions of a full production, involving timely themes and as many as six or eight performers. One elem is present in all of them—the pe formers all seem to have j whiffed a Lucky and are hence ha ing a wonderful time.

A word must be said for Snoo Lanson, who delivers the "sell" i the TV commercials. Mr. Lanso recently transplanted out of Nas ville, addresses his audience a variously, "neighbor," "pardner or, at more formal momen "friend."

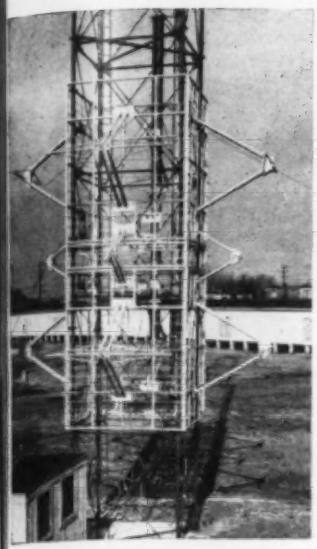
"Golly, neighbor," Mr. Lans says, "if you want deep dow smoking satisfaction, why, gol all you got to do is take a rea deep drag off a Lucky." At th point he inhales with such obvio relish as to suggest he is eatin cornpone dripping with sorghu "Why, neighbor, everything yo want in a cigarette is in a Lucky."

It is impossible to believe th Mr. Lanson is bent on commercia purposes. He seems rather to b giving friendly and neighborly ad vice.

Another asset to the comme cials is Dorothy Collins who sing prettily of the merits of Luckie closing usually on the note: "S buy a carton of Lucky Strikes Miss Collins' appearance is s fresh—and there's no other wor for it—and winsome that it is eas to assume anything she recom mends is not only wholesome bu probably therapeutic.

* * *

XUM



INSPECTING group gets close view of FM and TV antenna towers to be erected atop New York's Empire State Bldg. Official party includes (l to r) Lester J. Wolf and H. E. Gihring engineers, and W. W. Watts, vice president in charge, all of RCA's Engineering Products Dept.; C. William Lyons Jr., executive vice president, and Gen. Hugh A. Drum, president, both of Empire State Inc. The group inspects the smaller tower with screens and dipoles for WJZ-TV and WPIX (TV) New York. Shown at left is antenna tower which mounts the large type screens and dipole for WCBS-TV and WCBS-FM New York. The four towers tested in RCA's antenna test yard, Camden, N. J., were seen by the visting party prior to shipment for hoisting on the new mast completed on the Empire building's top.

AFRA PACT

Transcription Firms Grant 175% Raise

SPOT broadcasting suffered a heavy jolt last week when transcription companies were saddled with a two-year AFRA contract calling for performer fee increases averaging 175%.

The present trend in AFRA demands may point to the deathknell of transcribed commercial spot announcements for major advertisers, a spokesman for advertising agency and transcription interests declared after conclusion of two months of New York negotiations.

A week of daily conferences and mounting threat of strike was closed when the union and transcription interests wound up negotiations. The contract is subject to ratification by Chicago and Los Angeles unions. The New York AFRA group ratified the contract Thursday night.

Contract provisions included a blanket increase of 100% in spot announcement performer rates; a comparable overall raise proportioned to an increase in the category of nine or more library singers from $18.50 to $50 for a quarter-hour performance with one hour of rehearsal included, and a cutting of the permitted-use period for a commercial transcription from 26 to 13 weeks. After 13 weeks, further use requires payment all over again. A standard cost-of-living escalator clause also was included.

The contract represents the first increase in transcription performer rates since 1946, a company spokesman said. At that time a four-year contract was signed, which expired Oct. 31. The company spokesman predicted a sharp drop in the number of group singers used, and their replacement with other types of talent.

Original union demands are understood to have included abolishment of library service, but this was compromised for higher fees.

Representing the industry in negotiations were:

John Sinn, World Broadcasting System and Frederic W. Ziv Co.; Herb Gordon, World; Milton Blink and Alex Sherwood, Standard Radio Transcription Services; Walter Rivers, Capitol Records, Broadcast Division; Cy Langlois, Lang-Worth Feature Programs; Bert Woods, RCA Thesaurus; Maurice B. Mitchell, John Andruf and Andrew Wiswell, Associated Program Service; Richard Schiedker, American Assn. of Advertising Agencies; Larry Rudel, of ABC, representing commercial transcription companies and agencies. AFRA negotiators included Ken Groot, Henry Jaffe and Morton Becker.

Negotiators pointed out that AFRA representatives appeared to want commercial transcribing abolished. The union at first demanded that a transcribed spot announcement be used one week only, after which the user would pay over and over for each performance. In effect the present rate is doubled for 13 weeks.

Effect of increased production rates, according to agency spokesmen, will be to drive advertisers to other media. At present, for example, an advertiser with $100,000 to spend on spot radio might use $10,000 for production and $90,000 for time. But since he might have to spend $20,000 on production for the same amount of advertising, the advertiser will be driven into other media where production costs are not mounting so rapidly, it was explained.

Besides threatening the whole future of transcribed spot radio, some negotiators indicated AFRA apparently is interested in setting up a license requirement by which subscriber stations would be policied and forced to pay a fee every time they play a record. Furthermore, the union was believed to have its eyes on the phonograph industry where it would like to prevent use of its records on radio.

ABC MEETINGS

Kintner Heads Series

ROBERT E. KINTNER, president of ABC, is heading a series of meetings with ABC network affiliates in the south central and southeastern states and with network officials.

Group, which attended the first meeting, Nov 26, in Birmingham, Ala., includes Ernest Lee Jahncke, ABC vice president for radio; James B. Connolly, director of radio stations for ABC, and William Wylie, ABC stations department.

Yesterday (Dec. 3) Messrs. Kintner, Jahncke, Connolly and Al Beckman, of the ABC stations department, entrained for Pinehurst, N. C., for meetings with southeastern affiliates.

NBC NAMES HERBERT

To Head Radio Sales

JOHN K. HERBERT, former Hearst magazines executive who joined NBC three months ago as assistant to the president, last week became general sales manager for the NBC radio network.

Harry C. Kopf, NBC veteran who has headed radio network sales since NBC was split into three divisions by the Booz, Allen & Hamilton reorganization, was reassigned to Chicago to replace I. E. (Chick) Showerman, another NBC veteran, as vice president in charge of the Central Division. Mr. Showerman resigned from NBC to become television sales manager of Free & Peters, station representative (see story page 20).

The appointment of Mr. Herbert, one of several top executives brought into NBC during the past year of reorganization, to the top radio network sales position had been anticipated for some time [CLOSED CIRCUIT, Nov. 13].

The move depended upon Mr. Kopf's moving to Chicago and upon Mr. Showerman's accepting the post of general manager of NBC's owned-and-operated KNBC San Francisco, to succeed John Elwood, another NBC veteran, who retired two months ago. Mr. Showerman elected to join Free & Peters.

Mr. Herbert, who reportedly will be elected to a vice presidency, is the fifth executive to be imported from outside NBC for high assignment in the past year.

The first was Joseph H. McConnell, former executive vice president of RCA, NBC's parent company, who was made NBC president. Others include:

Edward D. Madden, onetime vice president and general manager of the defunct American Newspaper Advertising Network, now NBC vice president in charge of television sales and operations.

Victor T. Norton, former president of American Home Foods, now NBC vice president in charge of administration.

John K. West, former RCA vice

(Continued on page 117)

Mr. KOPF

Mr. HERBERT

CLOSING contract for Cleveland Pneumatic Tool Co.'s *11 p.m. News* (stressing company's war effort and labor needs) on WHK Cleveland are (l to r) Ernest Molnar of labor relations, and Edward L. Oldham, adv. mgr., both with firm, and C. M. Hunter, WHK prog. dir.

THIRTEEN-WEEK contract is inked by Gen. Mgr. V. Nichols (l) of Kane Furniture Co., New Haven, for new audience participation show *Raising Kane* on WAVZ New Haven, 11-11:30 p.m., Mon.-Sat. Nicholas Rabiecki, acct. exec., and Daniel W. Kops (r), v. p. and gen. mgr. WAVZ, supply details on quiz.

ASSURING radio habit started last summer, John J. Sullivan (r), pres., Bosworth, Sullivan & Co., Denver (investment bankers), signs with KLZ Denver for transcribed Dan Golenpaul *Information Please* series. Rev Fox (l), acct. exec., Arthur G. Rippey & Co., and Jack Tipton, KLZ salesman, greet firm's first program venture.

HANDS clasp on 52-week deal calling for exclusive use of Mercury Long-Playing Records on WDAS Philadelphia's *Hour of Nocturne*. L to r: Lambert Beeuwkes, gen. mgr., WDAS; Harry Rosen, Philadelphia Mercury distributor, and Max M. Leon, station's owner.

WTIP Charleston, W. Va., signs General Electric for Morris Harvey College complete basketball schedule of 23 games. L to r: Berton Sonis, WTIP gen. mgr.; Bernard N. Weiskircher, GE adv. mgr.; Bob Bower, sports dir., and Mel Burka, sales exec.

CEDRIC FOSTER, Mutual-Yankee Network news commentator, is signed by Craftsman Insurance Co. in New England radio expansion. L to r: Myron L. Silton, pres., Silton Bros., agency; Edward P. Goodnow, pres., Craftsman; Mr. Foster; Walter B. Hennessy, general agent, and his assistant, Richard Strickland.

STATION OWNERS

Huber Urges Ba On Newspaper

A PROPOSAL to ban future newspaper ownership of broadcast statio reminiscent of FCC's controversial hearings in the early '40s, was be prepared for the legislative mill on Capitol Hill late Thursday un the guiding hand of a defeated Ohio Congressman.

The proposal, which Rep. Walter B. Huber (D-Ohio) said he planned to introduce momentarily, would prohibit newspapers from acquiring radio-TV stations in the future or aligning under a common ownership with any broadcast interest. It would not apply to affiliations already in existence.

The plan, which would involve FCC policies governing transfers, original grants and, to a lesser extent, renewals, was given little hope of passage this session. But Rep. Huber made plain that he wanted "to plant the seed" for future legislation.

In a statement which complimented radio as "the only means of disseminating unbiased news reports," Congressman Huber asserted that American freedom would be in "great danger" if newspapers "continue to gobble up radio stations."

Under his measure, he said, public officials who are attacked politically "can demand equal time in the public interest and, if necessary, take the matter up with FCC," while they have no similar recourse to newspaper attacks at present.

Plan Blueprinted

According to the tentative draft now in blueprint stage, FCC would be asked or required to turn down requests for transfers involving stations which may be negotiated for purchase by newspapers. Similarly, the Commission would be requested to disapprove original grants for new stations sought by newspapers, or renewals when, during the period between enactment of the bill and the request, the station had been purchased by the newspaper. Question of construction permits had not been resolved in the early draft.

Details were in the blueprint stage late Thursday, subject to possibility of change in technicalities and wordings. Rep. Huber, whose defeat in Ohio's 14th Congressional District is being contested, made plain that the spirit of the measure would remain unchanged. He expressed doubt that the plan could be made applicable to current ownerships "for constitutional reasons."

The broad and sketchy proposal, which would amend the Communications Act of 1934 and give FCC wide discretionary powers, would add these paragraphs to Sec. 310:

(c) (1) Station licenses required hereby shall not (. . . except in cases of present owners) be granted to, or held by, any person who, in the opinion of the Commission, controls, is controlled by, or is under common control with any person who publishes a newspaper of general circulation if the fact of such control might result in the editorial policy of such a newspaper being reflected in that such station.

(2) (1) of this subsection shall apply to station licenses granted pr to the date of enactment of this section.

Sec. 2—Sec. 307 (d) of the Communications Act of 1934 as amended is amended by inserting before the period at the end thereof the following: ". . . except that the provisions of Sec. 310 (c) (1) shall not apply with respect to stations licensed granted prior to the date of enactment of Sec. 301 (c) (1)."

Rep. Huber said he had been considering such a bill "for a long time" and cited the recent *Lorain Journal* anti-trust case, in which the paper was found guilty of "restrictive" practices, as an example of what he deemed "unfair tactics" by newspapers.

Long History

FCC originally cracked down on newspaper ownership in March 1941 under spurring of then FCC Chairman James L. Fly. Hearings dragged on periodically all that year, with no decision reached. In 1942 the U. S. Supreme Court served notice on FCC it must not discriminate against newspaper-station affiliation. Finally, in 1941 the Commission left the way open for newspapers to own stations and have their applications considered on individual merits.

Rep. Huber has served three terms in Congress, taking office Jan. 3, 1945. He is a native of Akron, Ohio, and has served during the 81st Congress on the House Executive Expenditures and Veterans Affairs Committees.

FCC BUDGET

'Limited Tightening' Seen

FCC reported last week that no substantial changes, above "limited tightening," are expected from the Budget Bureau notification two months ago of a $50,000 "holdout" in its $6,625,000 appropriation for the fiscal year beginning last July 1 [BROADCASTING • TELECASTING, Oct. 16].

The so-called reserve in funds, which was cut back 50%, represented less than a 1% decrease in overall funds. The FCC said it is operating on "about what was planned" when appropriations finally cleared the 81st Congress early in the fall.

Meanwhile, the Commission, which testified at 1951-52 budget hearings in October, is preparing estimates which will be included in President Truman's overall budget request scheduled to be delivered to the 82d Congress shortly after it convenes next month.

'49 AM-TV REVENUES HIT PEAK

Final FCC Report

FINAL figures on AM and TV revenues and expenses for 1949, bleaker than earlier FCC estimates had indicated but still showing time sales and gross income at record peaks, were released by the Commission last week.

Based on reports filed by networks and stations, they placed total AM revenues at $413,784,633 —a 1.67% gain over 1948—and put TV's total revenues at $34,329,956 compared to 1948's $8.7 million (see table below on this page and table on page 100).

But the upward spiral of expenses continued, cutting AM's net income (before federal income taxes) to $56,262,915—a 12.21% drop from the 1948 total of $64,091,684—and leaving TV with a $25,261,950 loss.

Figures Changed

By comparison, FCC's earlier estimate, based in turn on station and network estimates, had indicated AM net income (before federal taxes) would be about $62.6 million, or only 2.3% below 1948 [BROADCASTING • TELECASTING, April 24]. The earlier figures also under-estimated TV's total loss by almost $1 million.

The final AM report was based on data covering the four major networks, three regional networks, and 2,021 stations (44 less than the April preliminary estimate). TV data covered four networks and 98 stations (one more than in April).

Unlike the preliminary report, the final data did not include specific figures on FM finances—except that the AM totals included the FM portions of joint AM-FM operations, whose financial data could not be accurately segregated.

The 1949-48 TV figures are not directly comparable, since the 1948 report—which showed $8.7 million revenues, and $23.6 million expenses, for a loss of almost $15 million—covered only 50 stations in addition to the networks.

Time Sales High

FCC put AM time sales at $425,357,133 before deduction of commissions paid to agencies, representatives, etc., which broadcasters normally count as an expense of sale. The commissions totaled $50,307,683. The time-sale total, 2.07% above 1948's, was divided as follows:

Network time sales, $134,898,325, down 4.36% compared to 1948; time sales to national and regional advertisers, $108,314,507, a gain of 3.39%; sales to local advertisers, $182,144,301, a gain of 6.57%.

TV time sales, totaling $27,530,133 before deduction of $4,078,727 in commissions to agencies, etc., were broken down as follows:

Network Costs

Network time sales, $10,795,512; time sales to national and regional advertisers, $7,275,013; local time sales, $9,459,608.

The AM report showed four nation-wide and three regional networks and their 27 owned and operated stations accounted for 26.12% of the industry's $413 million total revenues, with 1,994 other stations accounting for the remaining 73.88%. Of AM's $56 million net income, 31.06% went to the networks and their owned stations, and 68.94% to the remaining stations.

The number of AM stations showing losses in 1949 was placed at 684. Of these, 182 began operations in 1947; 160 in 1948; 130 in 1949; and 129 in 1939 or earlier.

A tabulation comparing the 1949 and 1948 financial operations of 1,423 "identical" stations (not including 12 network keys) showed the "average" station's broadcast revenues dropped 2.18% to $188,548 in 1949 while its expenses gained 0.4% to $159,510, leaving it with net income of $29,038, or a 14.29% decline from the 1948 figure.

Losses Shown

As a class, daytime and part-time locals suffered the greatest percentage drop in net income, with average income falling 51.97%—from $5,395 in 1948 to $2,591 in 1949. Part-time regionals were the only class which, on the average, showed a gain: The average station in this class boosted net income from $4,858 to $5,394 (11.03%).

The average net incomes for stations in other classes in 1949 were shown as follows (percentage comparison with 1949 shown in parentheses):

50 kw fulltime clear channel—$276,189 (down 6.75%).

5 to 25 kw fulltime clear channel—$54,653 (down 9.09%).

5 to 25 kw part-time clear channel—$17,347 (down 22.87%).

Fulltime regionals — $4,981 (down 14.55%).

Fulltime locals — $8,164 (down 31.52%).

Stations not serving as outlets for nation-wide networks averaged a 7.63% gain in net income, while national network affiliates on the average dropped 16.04%.

Broadcast Expenses

Broadcast expenses of four nation-wide networks, three regional networks, and 1,889 AM stations reporting time sales of $25,000 or more were broken down as follows:

Programming $134,497,120; technical $54,735,268; selling, $48,789,532; general and administrative $116,860,657; total $354,882,577. Figures for 132 other stations, which did not report as much as $25,000 in time sales and accordingly were not required to supply detailed information, brought the AM expense total to $357,521,718 for 2,021 stations and the networks. This represents a 4.26% gain over 1948.

FCC reported the AM networks,

(Continued on page 100)

Comparative Table of Operations for Networks and Stations

1949-1948

Line number	Item	Grand Total		Networks and their owned and operated stations						Other stations	
				Networks including key stations [1]		Other owned and operated stations		Total			
		1949	Percent of increase (decrease) Compared to 1948	1949	Percent of increase (decrease) Compared to 1948	1949	Percent of increase (decrease) Compared to 1948	1949	Percent of increase (decrease) Compared to 1948	1949	Percent of increase (decrease) Compared to 1948
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
	Number of networks	7		7		—		7		—	
	Number of stations	2,021		12		15		27		1,994	
1	A. Revenues from the sale of time:										
2	1. Network time sales to—										
3	a. Nation-wide networks	$130,766,349	(4.98)	$81,788,642	(3.40)	$2,359,342	(10.85)	$84,147,984	(3.63)	[2] $46,618,365	(7.32)
4	b. Regional networks	3,854,197	(20.82)	2,711,861	(21.28)	477,429	(38.85)	3,189,290	(24.53)	664,907	3.61
5	c. Miscellaneous networks and stations	2,140,661	(13.04)	.....	.....	.....	.....	.....	.....	[2] 2,140,661	(13.04)
6	Total	136,761,207	(5.65)	84,500,503	(4.10)	2,836,771	(17.23)	87,337,274	(4.60)	49,423,933	(7.45)
7	Deduct—Payments to foreign stations and elimination of miscellaneous duplications	1,862,882	(52.18)	(1,044,190)	.....	21,192	(54.25)	(1,022,998)	.....	2,885,880	(13.02)
8	Revenues from network time sales	134,898,325	(4.36)	85,544,693	(2.33)	2,815,579	(16.73)	88,360,272	(2.86)	46,538,053	(7.08)
9	2. Non-network time sales to—										
10	a. National and regional advertisers and sponsors	108,314,507	3.39	12,044,170	12.76	5,988,845	5.11	18,033,015	10.10	90,281,492	2.15
11	b. Local advertisers and sponsors	182,144,301	6.57	4,070,029	9.79	2,400,462	(11.29)	6,470,491	0.89	[3] 175,673,810	6.80
12	Total revenues from non-network time sales	290,458,808	5.37	16,114,199	11.99	8,389,307	(0.17)	24,503,506	7.51	265,955,302	5.17
13	Total revenues from time sales	425,357,133	2.07	101,658,892	(0.31)	11,204,886	(4.92)	112,863,778	(0.79)	312,493,355	3.15
14	3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	50,307,683	0.03	[4] 22,455,642	(3.27)	1,281,074	(3.31)	23,736,716	(3.27)	26,570,967	3.18
15	Net revenues from time sales	375,049,450	2.35	79,203,250	0.56	9,923,812	(5.12)	89,127,062	(0.10)	285,922,388	3.14
16	B. Revenues from incidental broadcast activities:										
17	Talent	21,998,269	(0.89)	9,922,775	6.22	708,345	(10.54)	10,631,120	4.91	11,367,149	(5.77)
18	Sundry broadcast revenues	16,736,914	(8.90)	7,833,601	(14.75)	487,921	(0.38)	8,321,522	(14.03)	8,415,392	(3.18)
19	Total revenues from incidental broadcast activities	38,735,183	(4.52)	17,756,376	(4.18)	1,196,266	(6.66)	18,952,642	(4.34)	19,782,541	(4.69)
20	Total broadcast revenues	413,784,633	1.67	96,959,626	(0.34)	11,120,078	(5.29)	108,079,704	(0.87)	305,704,929	2.60
21	C. Total broadcast expenses of networks and stations	357,521,718	4.26	82,182,972	0.22	8,422,976	(5.78)	90,605,948	(0.37)	266,915,770	5.94
22	D. Broadcast income or (loss) before Federal income tax	56,262,915	(12.21)	14,776,654	(3.32)	2,697,102	(3.72)	17,473,756	(3.38)	38,789,159	(15.69)

[1] Since the reports filed by the network key stations (i.e., stations originating most of the network programs) do not contain adequate segregations of expenses between station and network operations, financial data for networks and their key stations have been combined.
[2] Includes some nation-wide, regional and other network time sales reported by licensees of stations with total time sales of less than $25,000.
[3] Since stations with time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional.
[4] Of these amounts $20,677,156 for 1948 and $19,648,551 for 1949 is applicable to the sale of network time, column 3, line 6, while the remainder and amounts shown in columns 7 and 11, line 14, are applicable to amounts reported on line 12, in respective columns.

ROAD OPENS FOR NAB-TV

Debut Set for Late Februar

By J. FRANK BEATTY

INTRODUCING NAB and NAB-TV!

Two separate but related associations are expected to emerge in late February when the NAB board acts on a plan launched at the November meeting [BROADCASTING • TELECASTING, Nov. 20]. The plan is part of a long-range streamlining program approved by the board on recommendation of the NAB-TV Committee and General Manager William B. Ryan.

A good idea of what NAB-TV will look like will be apparent by nightfall Jan. 19, when the first industrywide TV convention under NAB auspices is scheduled at the Hotel Stevens, Chicago.

By NAB convention time in mid-April—assuming the critical war situation doesn't prevent the meeting—the industry will see its trade association in a new dress, or rather in two new dresses.

At that time, also, Broadcast Advertising Bureau will break loose from the main NAB structure and go into business as a separate operation.

And effective Jan. 1 the Assn. of Women Broadcasters will be separated from NAB. AWB members are preparing to form their own association, with possibly a sort of parental working arrangement with NAB headquarters.

Formative Plans

Still in the formative stage is the plan to get NAB-TV in operation before the winter ends. The board launched this project at its mid-November meeting. TV stations will work out many of the details at their Chicago convention.

Industry attitude at that convention will decide the trade association future of video broadcasting. Stations were asked for their convention ideas in a letter sent out Thanksgiving Week by Mr. Ryan [CLOSED CIRCUIT, Nov. 27].

Response to the letter has been enthusiastic, it was indicated at NAB headquarters. Some 40-odd TV stations now belonging to NAB through the memberships of their AM affiliates are solidly behind the separation project. The remaining 60-plus stations, not now connected with NAB, are showing interest in the convention and in the idea of a new and autonomous NAB-TV.

With Television Broadcasters Assn. scheduled to hold its annual clinic Dec. 8 in New York (see separate story), NAB officials indicated large numbers of video outlets belonging to TBA and not NAB are favorably inclined toward the new NAB-TV.

No Absorption

There is no NAB intention of interfering with TBA or absorbing it. Instead NAB feels it is the only organization that can provide full trade association service, with all the necessary governmental, technical and other activities.

Already the plans for NAB-TV are starting to take shape. At the NAB District 4 convention at Williamsburg, Va., in early November [BROADCASTING • TELECASTING, Nov. 6], Campbell Arnoux, WTAR-TV Norfolk, ex-NAB board member, pointed to the need for a TV association. Mr. Ryan then disclosed that he had been working on the draft of a special TV organization in the NAB family.

The NAB board approved the project Nov. 15 when it adopted a resolution introduced by Robert D. Swezey, WDSU-TV New Orleans. The plan envisions a separate NAB-TV board with relative autonomy. This TV board would set up its own dues structure and suggest an allocation of dues between NAB and NAB-TV.

A special TV Convention Committee is working on the plans and will report to the Chicago convention. Committee members are Harold Hough, WBAP-TV Fort Worth, chairman; Mr. Swezey; Eugene S. Thomas, WOR-TV New York; William A. Fay, WHAM Rochester; George M. Burbach, KSD-TV St. Louis. Mr. Swezey is chairman of the NAB-TV Committee, which is cooperating with the convention group. In addition he heads the board's BAB Committee handling the separation of BAB.

One of the main jobs facing the TV committees will be to round up non-NAB stations for the Jan. 1 convention in Chicago. Right now TV stations pay only a fraction of 1% of total NAB dues. A new dues schedule will be considered by which television stations, now working their way into the profit column, can pay for the trade association service they need.

What the TV project amounts to is a federating of aural and video stations. But NAB is steering away from the federation or congress idea in all its other streamlining. This is apparent in the divorcement of BAB and the Assn. of Women Broadcasters.

Roughly NAB wants to keep all

(Continued on page 100)

'CHECK CAMMACK' FOR SUCCESS

Small Businessman Wins National Honor With Radio

WHEN a businessman from a community of 30,000 matches ingenuity and resourcefulness with advertising executives of firms in larger cities and walks off with a much-prized trophy, that qualifies as an accomplishment in any quarter.

Allen B. (Check) Cammack, owner of Cammack Office Supply, Burlington, N. C., who won such a trophy at the National Stationers Assn. in Chicago last September, singles out two explosive words—"Check Cammack"—with which he has saturated the airwaves of WFNS Burlington since October 1949, and offers his own formula for sales success—radio spot announcements.

Spot announcements now command about 80% of Mr. Cammack's advertising budget, a fact which prompts him to offer this slogan to anyone who wishes to increase his business: "Good radio advertising will catch up with every one in the shopping area."

Receives Trophy

The National Stationers Assn. evidently thought so, too, because it gave him the Clegg trophy as the businessman with the most effective advertising campaign in national competition for 1949. The association is a select, recommended organization of owners of office supply concerns in the U. S.

In taking top honors, Mr. Cammack, who is his own advertising department, was not merely competing with small business but with larger concerns in the trade—many of them chain houses in the nation's largest metropolitan areas with their own advertising departments.

Mr. Cammack's approach to the public through radio advertising involves a personal appeal that his company be allowed to solve problems in the office and home. He initially became interested in personalized advertising in April 1949 when he won division honors at a southern states meeting. Since that time "Check Cammack" has taken its place as a household by-word in the Burlington area.

Firm's schedule on WFNS averages about 10 spots per day, six days a week with half on station breaks and the remainder on participating programs. Mr. Cammack uses the morning, noontime (12-2 p.m.) and early evening (6-8 p.m.) hours to put across his alliterative message.

Transcribe Spots

To assure perfection, the spots are transcribed in advance and entail use of two announcers who spiel off snappy store items in rapid cadence.

"For several years I used as my advertising medium local newspapers, some radio, and printed ads in programs and school annuals, all without favorable results," Mr. Cammack told John C. Hanner, general manager of WFNS. "I reduced my newspaper advertising to one or two inch column display inserts and went to ten spots a day, six days a week on WFNS.

"The results have been amazing. The 'Check Cammack' theme now is accepted as a forceful and persuasive sales stimulant."

The direct results, according to Mr. Cammack, are reflected in a 50% increase of floor traffic over a 10-month period, and a 40% boost in sales for the period Nov. 1 to June 30, end of the last fiscal year. Additionally, the "Check Cammack" theme is sure to greet the company's salesmen wherever they confront the public.

BROAD smiles in evidence here resulted from effective use of radio adv tising by Cammack Office Supply Co., Burlington, N. C., on WFNS Burlington. Congratulating Allen B. (Check) Cammack (r), owner, for winning N National Stationers Assn. trophy is John C. Hanner, WFNS general manag Trophy is presented annually by the association to the businessman with t most effective advertising campaign. Mr. Cammack maintains heavy sp schedule on WFNS exclusively.

BALLCASTS CURB?

Leagues Meet Dec. 6-13

STORM clouds which threaten a substantial portion of major league baseball broadcast and TV coverage during 1951 hung heavily over the industry last week as the nation's major-minor league moguls prepared to meet in St. Petersburg, Fla., starting this Wednesday.

Firmly resolved to take some action to curb broadcasts of major league contests as one means of "saving" minor league operations, but obviously confused as to how far to proceed, baseball officialdom is expected to hear the broadcast industry viewpoint direct from NAB.

The radio-TV aspect will command high priority on the agenda mapped out by baseball executives for the week-long meeting. Robert K. Richards, NAB public affairs director, is slated to give the industry slant Dec. 13, last day of the sessions [BROADCASTING • TELECASTING, Nov. 27].

The drop in 1950 baseball receipts generally has revived sentiment for stringent curtailment of radio broadcasts, and at least a partial ban on baseball telecasts. At stake for broadcasters is an estimated $20 million-plus in advertiser contracts.

Asks Complete Ban

Blanket abolition of all broadcasts and telecasts — major and minor—will be asked by the Portsmouth Club of the Piedmont League in one of a host of amendments which will be offered at the joint major-minor meeting. The club reportedly has proposed an addition to a joint major-minor ruling calling for a complete ban on broadcasts and telecasts of all professional baseball games, except the All-Star and the World Series contests. This amendment, along with other proposals, was shelved at meetings of major and minor league Executive Council held in Cincinnati last month.

Concern of baseball interests over so-called injurious effects of broadcast coverage was underscored recently by the *Sporting News*, which presumably reflects the philosophy of many high echelon executives of baseballdom.

The publication noted that no subject on the agenda is "as important as the necessity of controlling the growing threat of radio and television to the attendance of the minor leagues."

An editorial explained:

(We) recognize that radio has done a tremendous job for baseball through broadcasts of the games of individual clubs. . . . Television and baseball can prove mutually beneficial through a judicious policy of telecasting selected games. But the growing saturation of minor league territory by the broadcasts of major league games is seriously damaging attendance in the lower leagues and threatening some of them with extinction. This cannot fail to have a harmful effect on the majors, too—and it may come sooner than many think.

The publication also felt that, if necessary, the Justice Dept. should be consulted with respect to possibility of amending present baseball rules, which now provide that major or minor league clubs may object to broadcast or telecast of a game of another club by a station within its 50-mile territory only during the period the local club is playing a home game. A major or minor league also may object to any telecast of a game by another club from a station within its 50-mile territory only at the period when it (the local club) is telecasting one of its road games.

The Justice Dept. originally laid down this rule in the "hope" that it would "eliminate past restrictive practices and greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories" [BROADCASTING • TELECASTING, Oct. 31, 1949].

One of the issues at stake in the forthcoming meeting involves network broadcasts (in minor territory) by Liberty Broadcasting System and MBS, which have drawn the protests of National Assn. President George Trautman and Public Relations Director Bob Finch [BROADCASTING • TELECASTING, Nov. 6]. Mr. Finch named LBS for its widespread recreated major league broadcasts and Mutual for extensive coverage throughout the country as part of its *Game of the Day*.

Gordon McLendon, LBS president, and Mutual promptly challenged the charges, contending that nationwide broadcasts of major league baseball helped the gate of minor league teams.

Mr. Trautman reportedly told executives at the Cincinnati meeting that baseball fans could tune in a station beyond the 50-mile radius airing a major league game, and that fans who tune in afternoon broadcasts permitted under Justice Dept. rules may be inclined to pass up a night home team attraction.

Another amendment slated for airing at the Dec. 6-13 meeting concerns a proposal by President William DeWitt of the St. Louis Browns American League club which would amend major league rules to permit broadcasting and telecasting of road games in two-club cities "only with the consent of the other club." The Executive Council voted to refer his amend-

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upcoming

Dec. 6-10: Big Ten College Conference, LaSalle Hotel, Chicago.

Dec. 7-9: Academy of Radio Artists (Canada), Royal York Hotel, Toronto.

Dec. 7-9: Canadian TV Clinic, Royal York Hotel, Toronto.

Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

RICHARDS' REQUEST

Prompt Decision Asked

COUNSEL for G. A. (Dick) Richards in the hearing on his news policies last week renewed their insistence that FCC issue a decision promptly, while the examiner conducting the hearing ruled that he and the Commission—not outside experts—would pass upon the impartiality of the news carried on the Richards stations.

Examiner James D. Cunningham's ruling, which barred detailed testimony of Defense Witness E. Z. Dimitman, prompted Hugh Fulton, chief trial attorney for Mr. Richards, to request subpenas for FCC Commissiners in an effort to establish "that they have no unusual experience that would enable them to be experts in this field."

Examiner Cunningham denied Mr. Fulton's request, calling it "somewhat fantastic."

Earlier, Examiner Cunningham similarly ruled against acceptance of defense testimony by Laurence Sullivan, a Washington consultant on public information and research.

In the meantime FCC Comr. E. M. Webster, sitting as motions commissioner, on Friday refused to grant the FCC Law Bureau additional time to reply to the pending Richards petition for an early decision in the case without further hearings [BROADCASTING • TELECASTING, Nov. 27]. FCC legal authorities planned to appeal the ruling to the full Commission early this week.

The hearings, in which the licenses of Mr. Richards' KMPC Los Angeles, WJR Detroit and WGAR Cleveland are at stake, have dealt thus far with Mr. Richards' news policies at KMPC. This phase of the proceeding is currently nearing completion in Detroit, with hearings relating to WJR and WGAR slated to follow. Mr. Richards' petition seeks a decision on the basis of the KMPC hearing before going into the other phases.

Seeks Deadline Extension

Deadline for the FCC General Counsel to reply to the petition was Nov. 30, but Acting General Counsel Harry M. Plotkin sought at least 20 days' additional time on grounds that FCC personnel familiar with the case are currently engaged in other duties "of a very pressing nature." Counsel for Mr. Richards did not oppose the request, but insisted that if it were granted Examiner Cunningham should be instructed to recess the Detroit proceedings pending action on their petition for a prompt decision.

Examiner Cunningham's ruling against acceptance of testimony on partiality or impartiality of newscasts came after Mr. Dimitman, executive editor of the *Newark Star Ledger*, who analyzed newscasts carried by Mr. Richards' KMPC Los Angeles, had taken the witness stand to testify that in his opinion the news was not distorted.

Examiner Cunningham did not challenge testimony designed to qualify him as an expert, but held that one of the fundamental issues of the case is whether Mr. Richards actually instructed newsmen to slant news, not "whether the instructions were carried out."

The latter, Examiner Cunningham said, "is not too material."

He said:

. . . I am going to rule now that I will not permit any expert testimony by that witness [Mr. Dimitman] or any other witness as to whether the news as presented by any of the three stations was fair and impartial and not distorted.

I think from such factual matters as you wish to present, I am fully capable of determining that, and similarly the Commission; but I don't think it is proper for a witness, disinterested as he may be and as experienced as he may be in the newspaper game, to testify to an opinion in this regard . . .

Mr. Fulton told the examiner that "I would like it to appear on the record that you do not yourself claim any background or experience in news, other than that of the or-

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RICHARDS CITED

By Detroit City Council

DETROIT's City Council has placed itself on record as favoring the license renewal of WJR Detroit by adopting a resolution citing the station's chief owner, G. A. Richards, and praising the "distinguished service performed in this community" by both Mr. Richards and the station.

The resolution was introduced by City Councilman Charles G. Oakman at an evening session Nov. 28 and was adopted by a vote of 9 to 0. The licenses of Mr. Richards' three stations, WJR, KMPC Los Angeles and WGAR Cleveland, are now in hearing before the FCC which is questioning Mr. Richards' news policies (see adjoining story).

ELECTRONICS SPEEDUP

As Controls Loom

THE ELECTRONICS industry, sorely beset with material shortages and scarcities, set its collective sights on accelerated production schedules last week as official Washington seethed with reports of imminent mobilization of all resources.

In a week strongly reminiscent of pre-Pearl Harbor days, with talk of full-scale controls, revision of the draft law and speedup of rearmament preparation, the nation's capital bristled at a critical hour with these developments:

● NSRB Chairman W. Stuart Symington, mobilization coordinator, disclosed that the U. S. economy is shifting from a "light" to a "dark gray" mobilization, with imminent possibility of price-wage controls.

● President Truman was preparing a defense supplemental bill to meet the military's demands for more electronics - communications and other equipment, atomic weapons, and a larger armed forces.

● National Production Authority ordered 15% curtailment in the civilian consumption of copper for January and February, and 20% in March; eased limitations on commercial use of cobalt from 70% for November to 50% for December; tabbed nickel for cutback.

● President Truman asked Congress to establish a Civil Defense Agency and authorize appointment of an administrator who would be primarily responsible for communications and other planning (see separate story).

Communications Outlay

It was not known how much the Chief Executive would seek in additional expenditures for defense, though some estimates had placed the figure at about $18 billion. In any event, electronics-communications were expected to derive a substantial share—probably 10%—of the new outlay once Congress approved. Chairman Clarence Cannon (D-Mo.) of the House Appropriations Committee said his group was prepared to grant whatever the President requested.

The revelation that wage-price controls may be the prelude to all-out mobilization came from Sen. Burnet R. Maybank (D-S. C.) and Coordinator Symington. Sen. Maybank said he had been informed the government is giving "active consideration" to such controls. Mr. Symington made similar disclosure at a closed meeting of industry and labor leaders, and before the Senate Banking Committee, which is headed by Sen. Maybank.

While set-makers and component parts manufacturers were weighing the import of the government's new copper directive and problem of substitute materials to tide industry over the hump, NPA authorities felt that Korean war developments, and the President's announcement that production must be speeded up at a greater tempo in months ahead, served to counter criticisms that NPA has been pressing allocation of basic metals too stringently in recent weeks. If mobilization comes now, they reasoned, much of the slack will now be taken up between government planning and actual placement of orders for electronics equipment.

Copper Situation

Manufacturers, on the other hand, were inclined to regard the copper order as not too drastic, and expressed conviction that with the aid of substitutes, on which they are working, the industry will be able to keep its head above water. Copper is used in AC transformers, and to plate the steel chassis. Other uses include wire coils and filter chokes. Cadmium is an acceptable substitute.

James Secrest, general manager of Radio-Television Mfrs. Assn., pointed out, however, that while the government may be cutting back civilian consumption to only 85%, such an allocation would not necessarily guarantee a comparable proportion of the available supply.

NPA's order limits non-defense production and use of brass mill and copper wire, in terms of weight, to 85% in January and February of the average quarterly output and use during the first six months of this year. During December users may consume up to 100% of the average use during October and November.

Holding out little hope for any increase in the copper supply during coming months, NPA Administrator William H. Harrison said the order is designed to fulfill defense needs and assure equitable distribution for civilian needs. General Harrison added:

"As the defense program expands, and more copper is required for military purposes, the conservation of copper for those functional uses where substitute materials cannot be employed becomes increasingly important. A variety of uses may have to be limited and studies looking to an order to achieve this necessary conservation are underway."

The directive covers all unalloyed copper and copper-base alloy, including scrap, brass mill, copper wire mill and foundry products and applies to all producers and users of the products. Producers would be limited to a 45-day supply, while inventories of users would be restricted to 60 days.

Defense Orders

At the same time, NPA gave copper manufacturers and fabricators authority to reject defense orders absorbing more than 5% to 25% of pre-Korean deliveries.

The relaxation of the drain on civilian consumption of cobalt, used for magnet speakers in radio-TV receivers, was announced by NPA last Wednesday. Simultaneous with the order, which modified cobalt cutbacks from 70% for November to 50% for December, NPA also ordered a 40% decrease in the fulfillment of military orders, cutting deliveries back to 60%.

Commercial users, limited to 30% of the average consumed during the first six months of 1950, will thus be allowed an additional 20% of the same base period.

NPA authorities conceded that the dual actions designed to lessen the strain on Alnico magnet manufacturers, were set forth following a meeting between General Harrison and communications users and producers last month [BROADCASTING • TELECASTING, Nov 27, 20]. The administrator promised then that communications firms would receive adequate supplies from component parts firms for maintenance purposes.

Cobalt Limitations

The cobalt order provided for limitation of inventories, beginning last Nov. 30, to a 20-day supply, and explained to African Metals Corp., sole importer, how to distribute the supply this month.

The new distribution measure will be replaced by a longer term program of conservation and allocation "as soon as possible," NPA officials said, noting there is little prospect of any increase in imports. Meetings with cobalt consuming industries will be held from time to time for such a purpose, they added.

Also in the directive are provisions covering outstanding orders for cobalt which, if delivered, would result in quantities exceeding the 20-day limitation. The buyer would be required, in such cases, to notify his supplier, and outstanding orders will be adjusted to comply with the new inventory order.

Meanwhile, the government took steps to assure itself of additional supplies of aluminum for defense needs. Civilian use of the metal already has been curtailed 35% of average use for 1950's first six months, effective in January.

The General Services Administration announced it had completed agreement with Aluminum Co. of America for an additional 120,000 tons per year under a plan to expand the firm's facilities. ALCOA also is reactivating other plants. A similar agreement was reached

Henle Takes Action

WHILE speculation ran high last week regarding a statement credited to Gen. MacArthur that he would end the Korean war in time to bring the boys home for Christmas, Ray Henle, editor of *Three Star Extra* on NBC, took positive action. Mr. Henle cabled Gen. MacArthur asking him to confirm or deny the statement, and was promptly rewarded with an answer from the general, sent via the Pentagon, giving a detailed clarification of the situation. The MacArthur communication was read on *Three Star Extra* last Wednesday and reportedly was picked up by wire services and numerous newspapers.

CITED as "Pennsylvania Ambassador" is William S. Paley (center), chairman of the board, CBS, receiving the award plaque from Robert H. Remmey Jr. (r), president, Northeast Philadelphia Chamber of Commerce, and an accompanying scroll from Thomas E. Willis, executive director of the chamber. The annual award is given to former residents of the state for "outstanding achievement in the best traditions of the Commonwealth."

with Reynolds Metal Co. and the Kaiser Aluminum & Chemical Corp.

These negotiations would affect civilian users only to the extent that it would more easily assure the government of meeting its needs. But NPA did ease restrictions on civilian use for companies which would suffer "hardship" by providing for adjustments if they (1) manufactured a new product or began new operations this year, (2) made changes in products requiring more aluminum after the base period, and (3) encountered seasonal fluctuations during December greater than the base period average.

VOICE STUDIO

Mobile Unit Delivered

IN A ceremony under the flags of the nations in Rockefeller Plaza, Radio City, New York, RCA delivered a streamlined radio studio-on-wheels to the State Department's Voice of America.

Equipped with the latest types of shortwave transmitting and recording facilities, the mobile unit will be used on roving assignments for Voice of America broadcasts.

Foy D. Kohler, chief of the International Broadcasting Division of the State Department, accepted the studio-on-wheels for the Voice and declared, "This beautiful motor vehicle, so typical of America itself, will help us get closer to America and thus the better to tell our story."

In response, Meade Brunet, a vice president of RCA and managing director of the RCA International Division, said "We are glad to be the instrument of the radio industry which has helped the Voice of America in its great task of world enlightenment."

HONOR GILLIN

With Hospital Memorial

A MEMORIAL to the late John J. Gillin Jr. has been presented to St. Joseph's Hospital in Omaha, Nebr., by the Radio Council of that city. At the time of his death last summer [BROADCASTING • TELECASTING, July 24] Mr. Gillin was president and general manager of WOW Omaha.

The memorial consisted of two floor-type blood pressure machines. St. Joseph's Hospital had been one of Mr. Gillin's favorite charities during his lifetime as well as the place of his birth.

In making the presentation, the Radio Council cited the late WOW executive for his aid and assistance to the organization during its early days. "He was a man of boundless hope," said the citation, which was read at the presentation. "In the short time alloted for his career, he hoped to make a significant contribution to his chosen profession. His youth coincided with the advent of radio, and before he died, still in his vigorous young manhood, both he and the industry with which he was associated had reached maturity by every criterion," the citation noted.

RECOGNITION of "Mr. Average Fan," an essential part of the sport's world, takes place at WTOP Washington on Arch McDonald's show, *Speaking of Sports*. Participating are (l to r): John Hayes, WTOP manager; Roger B. Doulens, Pan American Airways official and known in Washington for years as the "average" sportsman, and Mr. McDonald. Mr. Doulens, featured on the program when the World Series was discussed, returned to receive a silver cigarette case presented by WTOP and Sportscaster McDonald.

NAB COMMENDED

On Political Time Issue

REP. MIKE MANSFIELD (D-Mont.) in effect publicly commended NAB last week for prompt action in rerouting to stations a complaint that certain broadcasters allegedly overcharged political candidates for broadcast time during the last election campaigns [BROADCASTING • TELECASTING, Nov. 27].

In a statement, Rep. Mansfield, chairman of the House Special Campaign Expenditures Committee, said:

"Recently, the committee called to the attention of the NAB the practice prevalent in many radio stations of charging for political speeches double the commercial rate, or at least considerably in excess of that rate. In other words, the democratic process of conducting free elections cost twice as much as advertising Rye Krispies.

"The committee is pleased to note that the NAB has since sent a directive to all its member stations to desist in this practice if they have indulged in it."

Mansfield Protest

A fortnight ago, Rep. Mansfield sent Justin Miller, NAB president, a sharp protest against the alleged practice, calling it "discrimination against democrary." Recalling legislation that has been introduced in Congress providing for FCC regulation of political broadcasts, Rep. Mansfield had pointed out that Congress had the authority to "prevent such a practice [of charging excessive rates] under the licensing power which it has delegated to the FCC." He asked for Judge Miller's views on the subject.

Since the Mansfield letter was received at the time of a NAB board of directors' meeting, the issue was discussed with subsequent approval to a resolution dealing with political broadcast time charges. The board decided to send a copy of the resolution, along with pertinent portions of the Mansfield letter and Judge Miller's own views, to stations urging broadcasters not to sell time at rates in excess of established card charges.

Coupled with the allegation of radio stations overcharging candidates was a committee complaint of newspapers engaging in a similar practice. Rep. Mansfield noted that the Congressional group also sent a protest to the National Assn. of Publishers and the National Assn. of Editors. "It is hoped that the same good result will be reached," Rep. Mansfield said.

Rep. Mansfield also revealed that the committee has been compiling figures showing expenditures by candidates in primaries. Heretofore, the tabulation has included only national elections. "The committee was impressed by the fact that approximately as much money is spent by the candidates in the primaries as in the general elections," he observed. When the figures are made public, Rep. Mansfield said he thought they will prove "startling."

Include Breakdown

In its report to the 81st Congress, which voted the special committee into existence, the committee is expected to include a breakdown of all candidate spending in various media.

Meanwhile, a Senate Rules subcommittee on Privileges and Elections, a counterpart of the lower chamber group, also is compiling a similar report on expenditures. The survey is not expected to be ready, however, before the 82nd Congress takes command.

Sen. Guy Gillette (D-Iowa), chairman of the subcommittee which is now looking into election "irregularities," has expressed concern in recent months over the high cost of campaigning, particularly in view of television's arrival on the political scene.

Appearing Nov. 26 on CBS-TV's *Capitol Cloakroom*, Sen. Gillette said expenditures, notably for radio-TV, have gotten so far out of hand that they "virtually preclude a poor man from running for political office." He indicated his group will delve further into the subject in the new Congress providing he still retains jurisdiction over the inquiry.

Cites Alternatives

There are two or three alternatives to present regulations which, Sen. Gillette contends, no longer adequately govern today's political realities.

He cited the British system of funneling all expenditures through a national party committee, thus corraling funds expended by private groups on behalf of any candidate. Another method would be to raise the maximum $12,500 ceiling imposed on expenses by law.

WALLACE NAMED

To Brand Names Day Group

GEORGE WALLACE, advertising manager of NBC, was one of 11 executives named last Friday to serve on the committee planning Brand Names Day-1951. The 1951 event, scheduled for April 11, will be held at the Hotel Commodore, New York. It will be the sixth such all-day conference on brand and advertising themes sponsored by Brand Names Foundation.

E. Huber Ulrich, assistant to the president, Curtis Publishing Co., Philadelphia, is the chairman of the committee. In addition to Mr. Wallace, those named included:

W. S. Brown, vice president, Canada Dry Ginger Ale, New York; George W. Fotis, sales production manager, Business Machines & Supplies Division, Remington Rand, New York; H. James Gediman, regional manager, Hearst Advertising Service, New York, who was chairman of last year's Brand Names Day committee; E. G. Gerbic, director of merchandising & advertising, Johnson & Johnson, New Brunswick, N. J.; Edward A. Gumpert, advertising manager, National Biscuit Co., New York; Walter L. Jeffrey, general sales manager, Nash-Kelvinator Corp., Detroit; Robert L. Lloyd, advertising manager, The International Nickel Co., New York; Oliver M. Presbrey, BBDO, New York; and Louis C. Stengel Jr., vice president, Manhattan Shirt Co., New York.

Seifert Named

WALTER R. SEIFERT, former manager of station relations for World Broadcasting System, has been named service supervisor of RCA's Thesaurus and Syndicated Sales.

Bland to WBBM Post

AL BLAND, program director of KMOX St. Louis, will begin work Jan. 1 as program director of WBBM Chicago, another key CBS station, CBS Central Division Vice President H. Leslie Atlass announced Thursday.

EXCESS TAX

Little Relief in House Version

THE RADIO-TV industry could find little comfort in the excess profits tax bill reported out of the House Ways & Means Committee late last week.

While in a modified form from that proposed by President Truman and Treasury Secretary John Snyder, the measure would give only token relief to the broadcaster or TV manufacturer.

The measure is already marked for early debate in the House this week, while on the Senate side the Senate Finance Committee is slated to go into action, gathering testimony in anticipation of getting out a bill in the quickest time possible for consideration in the upper chamber.

Molded quickly with an eye on the hour glass as time is running out for the "lame duck" Congress, the profits tax measure is not the same version recommended by the Administration.

As tentatively approved by the House committee Thursday, the bill would do the following:

- The three highest earning years of 1946-49 inclusive would be used as the base period. A corporation would be "credited" with 85% of this amount.
- A 67% "ceiling" would be imposed on the total tax liability of any corporation.
- The profits tax would be retroactive to July 1, 1950.
- Minimum credit (or exemption) of $25,000 would be provided.

Points Omitted

The bill—as seen by radio-TV circles—would not do the following, as recommended by those who testified before the committee a fortnight ago [BROADCASTING • TELECASTING, Nov. 27, 20]:

- Give special treatment to problems of radio-TV, such as expansion and "getting started" years during the base period.
- Protect the "small" company in the industry, except to give it a minimum "credit."
- Recognize the lack of "normalcy" upon which radio-TV can average earnings.
- Consider 1950 earnings—particularly the first six months of the year—in computing the base.
- Retain or modify "relief provision" of World War II law. (Committee left out such a provision in its bill).

In testimony before the House committee, Robert C. Sprague, RTMA president, recommended that a growth company be one "whose 1950 earnings are at least 50% greater than its earnings in the year 1949."

Under the committee's interpretation, a growth company is one whose sales for the last half of the *base period* is 150% over that of the first half or payroll expenditure is 130% in the last half over the first half. A growth company, the committee says, could take the last year or the last two years of the base period as average earnings.

The committee's version would permit a new corporation coming into being during the base period, or a firm which had a change in type of service (such as addition of TV to an AM operation in radio), to come under a special formula. This formula would credit the corporation according to an "industry rate of return multiplied by the sum of the corporation's net worth and borrowed capital."

If applicable to the broadcasting industry it would be necessary to determine an "industry rate of return."

The base period "credit" as proposed by the committee differs by 10% with that recommended by the Treasury which had suggested a 75% "credit."

The 67% ceiling means that no corporation would have to pay more than that percentage of its profits in the combined corporation income tax and excess profits levy. The maximum corporate income tax rate is 45%.

By making the tax retroactive to July, the committee thereby bases its plans on the entire fiscal year ending July 1, 1951.

GOP committee members were voted down in their stand that a 100% credit be used for the base period. At one point in committee sessions, it looked like Republican persistence would win out when two Democrats swung to the GOP.

The committee said that under its proposal the government could expect to reap $3.6 billion, some $400 million below the President's request.

Taxing Method

This is the general way the measure would work if made law: A corporation with the three best years' average at $50,000 would be credited 85% or $42,500. If it showed 1950 earnings at $100,000, the excess ($67,000) would be multiplied by 75%, thus giving the amount taxed. However, that figure when combined with 45% levy of the normal corporation income cannot top 67% of its net income.

In other developments: A resolution (H. J. Res. 547), introduced by Rep. Daniel A. Reed (R-N. Y.), a committee member, to authorize consideration of an increase in the regular corporation income tax rate in addition to the excess profits tax [BROADCASTING • TELECASTING, Nov. 27] was ruled out of order by House Speaker Sam Rayburn (D-Tex.). Rep. Rayburn's action sent the resolution hurtling back to committee where it was defeated in a party vote.

Rep. Robert Doughton, (D-N. C.), chairman of the committee charged the Republicans with seeking "to obstruct and delay."

Republican Leader Joseph Martin, of Massachusetts, on the other hand said the majority of GOP Policy Committee members was in favor of "materially amending" in Congress the profits tax proposal as advocated by the President.

Making the road rockier for the committee was a warning from the staff of the Joint Committee on Internal Revenue Taxation that the Administration's excess profits tax might be too tough for corporations to digest. The report, prepared under the direction of Colin F. Stam, chief of staff, caused a temporary "reexamination" by many members on the House committee, including the Democrats.

The big test for any excess profits its proposal, assuming passage in the House within the next few days, will come in the Senate, according to Capitol authorities. Odds are being given that lengthy sessions on the measure and certain bitter debate on the Senate floor may run down the clock before Jan. 3 and the convening of the 81st Congress.

CIVIL DEFENSE

Truman Asks Separate Agency

AGAINST a backdrop of critical international developments, President Truman last week finally called on Congress to create an independent Civil Defense Agency and authorize appointment of an administrator with virtually unlimited authority to supervise the nation's communications and other defense planning.

The "model" plan, prepared by the National Security Resources Board under which civil defense now functions and sent to Congress last Thursday, was laid before the House chamber by Rep. Carl Durham (D-N. C.), vice chairman of the Joint Atomic Energy Committee.

While there appeared to be a jurisdictional question involved late Thursday as to what committee would handle the measure, authorities said Congress would "push" the plan through before it adjourned this year.

The Chief Executive's action, the first taken since he issued his report on "United States Civil Defense" last September, signaled removal of existing roadblocks to defense planning that have precipitated widespread concern among state and civil defense planners. It also put the civil defense of NSRB on an "operating basis," with expectation of adequate funds to marshal the nation's communications, transportation, first aid and other resources.

'Dress Rehearsal'

At the same time, it also was learned last week that the nation's radio communications system will be subjected to a "dress rehearsal" for attack sometime this month, with FCC and the Continental Air Command supervising the operation.

Purpose of the test, it was learned, is to probe further into the problem, on a practical basis, of "electronic emissions"—the ques-

(Continued on page 102)

WHEN the Dallas Advertising League met early last month, representatives of Ruthrauff & Ryan took a few moments off for an informal discussion with one of the agency's clients, Leonard Green (seated, r), president of Dr. Pepper Co., Dallas. In on the conversation (l to r): Carlyle Emery, vice president and director of R&R, Chicago; Roger Bacon, in charge of R&R's Dallas office, and W. Van A. Combs, vice president in charge of R&R's Houston office. Mr. Emery was a speaker at the Ad League meet.

THE PERFECT SHOW FOR FOOD ADVERTISERS

KITCHEN KARNIVAL

BRENT GUNTS
with
JOE CROGHAN

Here's a show that really has everything. There's Brent Gunts . . . a fireball m. c., with that extra knack of putting over commercials. His ace assistant is Joe Croghan . . . fast, funny and fascinating.

There's a real live audience . . . the better to hear your commercials and see your products displayed.

There are TV tie-ups. WBAL is pushing "Kitchen Karnival" on our own WBAL-TV with a special program including interviews with grocers and food dealers.

There's heavy promotion behind this show . . . including newspaper ads in local papers in 5 states . . . all covered by WBAL's powerful 50,000 watt voice.

There are on-the-air-plugs . . . constantly promoting "Kitchen Karnival".

And WBAL's special merchandising department is "all-out" to gain distribution and stimulate sales for "Kitchen Karnival" advertisers.

Put all this together . . . you have a "can't-miss" show.

AUDIENCE PARTICIPATION

PROMOTED IN NEWSPAPERS

TV TIE-UPS

12:45 PM
Monday thru Friday
RADIO BALTIMORE

WBAL

Nationally represented by Edward Petry & Co.

New York Survey

(Continued from page 19)

ited "to an examination of the changes that have taken place in rates and circulation over the past 10 years," measuring New York stations against major newspapers and the 10 leading national magazines. Here, WOR found that:

"Despite a 20% gain in homes reached, nighttime rates charged by New York radio stations have actually registered a slight decline over the past 10 years. On the other hand, newspaper and magazine rate increases since 1940 have outstripped circulation gains. In the case of newspapers, the rate increase over the past 10 years has been almost 1½ times greater than the circulation gain."

The supporting data supplied by WOR show an average quarter-hour nighttime rate decrease of 1% based on the average rates for Sunday-through-Saturday, 6 p.m. to midnight, while the stations are reaching 20.1% more homes than a decade ago. New York newspapers concurrently have raised their rates 43.7% while their circulation increase has been only 17.9%. The leading magazines during the same 10-year period have had rate increases of 50% against circulation gains of 37%. (Daily line rates were used for newspapers, black-and-white agate line rates for magazines in the comparison, with ABC circulation data for both.)

Rates Compared

The WOR study included a separate analysis of New York's network radio and TV stations which showed radio delivering 1,000 listening homes for $4.07 in the 6-8 p.m. period and for $2.76 in the 8-10 p.m. time segment, against $9.55 for 1,000 homes for TV between 6 and 8 p.m. and $4.40 between 8 and 10 p.m.

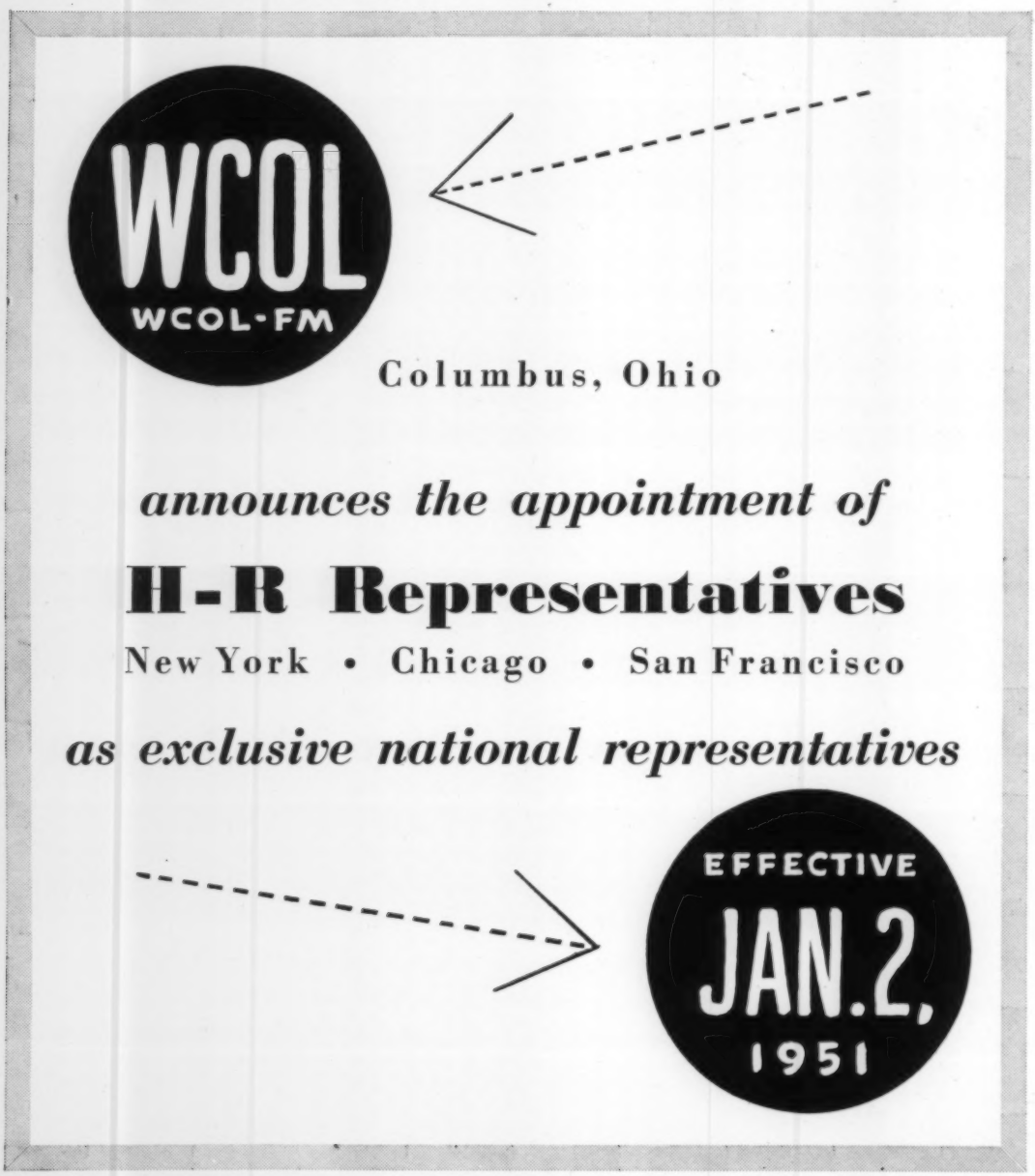
Also included are comparisons between New York radio and radio in other TV markets, and between New York radio and radio in non-TV markets, for all stations and for network stations only, showing New York radio delivering listening families at a lower cost than any other major market, either with or without television.

NPA TUBE ORDERS

Go to GE, Raytheon

TWO electronics manufacturers, General Electric Co., Schenectady, N. Y., and Raytheon Mfg. Co., Newton, Mass., last Thursday were directed by National Production Authority to deliver approximately 12,000 electronics tubes for use by civil air carriers.

The firms were asked to deliver the tubes to Aeronautical Radio Inc., Washington, by Jan. 31, 1951 "to avoid the grounding of planes required in the defense effort." NPA said the equipment is "necessary" to safe operation of the carriers under CAA and CAB regulations.



JOB-JUMPING

Walter Proposal Would Ba

A "LAME DUCK" measure to ba the so-called practice of "jo jumping" by government officia into private industry has been in troduced in the House by Re Francis E. Walter (D-Pa.).

Earlier in the second session of the 81st Congress a similar mea ure was sponsored by Sen. Hug Butler (R-Neb.) [BROADCASTING • TELECASTING, April 10] and follow the general pattern of a provisio of the McFarland FCC procedur bill (S 1973), passed by the Senat and held on the shelf in the Hous

The legislation would affect FC Commissioners and other gover ment officials who have had offici dealings with private firms, b prohibiting them from taking jo with those same firms for tw years after they leave federa office.

Commission Hit

While Sen. Butler had specifically referred to the FCC as an agenc where the practice has been prev alent, Rep. Walter did not nam the Commission. A current situa tion in the Securities Exchange Commission where an attorney re portedly has signified intention t resign in order to take a job wit a firm with whom he has had dea ings as a federal official was cite by the Congressman as the reason for his introducing a bill at thi time.

The Walter bill (HR 9811) has been referred to the House Ju diciary Committee. Although there is little time available for hear ings, Rep. Walter, a member of the Judiciary Committee, said he would press for public sessions. The Congressman said he would urge the committee to call govern ment officials, past and present who have been involved in actual "job-jumping" or suspected of it, to testify.

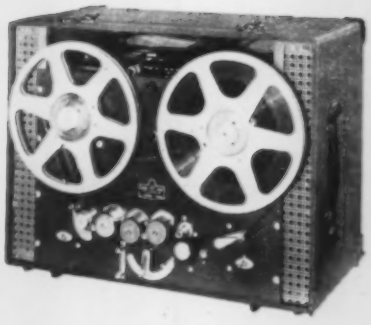
Differences Cited

Both the Walter Bill and the Butler proposal, which is pending in the Senate Judiciary Committee, differ from the McFarland Bill in that the latter would prohibit FCC Commissioners, if they re sign, from accepting radio employ ment for the remainder of their terms. (Subsequent revision in the revamped McFarland Bill would prohibit such participation for one year after leaving the Commission but would not apply to a Commis sioner who has served the full appointed term.) It also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners' personal legal as sistants for one year after leaving FCC employment. All job-jumping limitations under the McFarland Bill would have become effective one year after the measure would become law [BROADCASTING • TELECASTING, July 31].

if it's TAPE...it's PRESTO
if it's PRESTO...it's the BEST

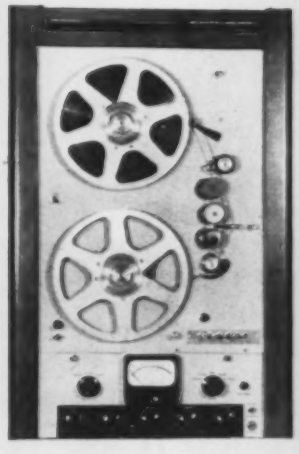
PRESTO PORTABLE RECORDER PT-900

Combining the features of machines costing hundreds of dollars more, the PT-900 answers the need for a recorder of ultra-high fidelity in a completely portable, compactly designed unit. Equipped with separate amplifiers for recording and monitoring: individual heads for erase, record, playback; three microphone input; dual speed (15" and 7½/sec.). Freqüency response from 50 to 15,000 cps.



PRESTO PORTABLE RECORDER RC-10/14

This machine is identical to the RC-10/24, except for panel size and selector control. With a panel 19"x14", the RC-10/14 is shown mounted in a durable, leatherette carrying case. Weighing just 68 pounds, this tape transport mechanism has all the audio quality, speed regulation and reliability of a fine console type unit, at a cost far below a studio recorder. PRESTO amplifier (model 900-A2), as shown with model PT-900, is recommended.



PRESTO RACK MOUNTED RECORDER RC-10/24

The number one choice of engineers seeking the finest tape machine for relay rack mounting. Rugged construction and precision engineering combine to bring almost faultless operation. Push-button control, three magnetic heads, speeds of 15" and 7½"/sec.; fast-forward and rewind speed of 250"/sec.; frequency response to 15,000 cps. Accommodates reels up to 10½" in diameter. Panel size: 19"x24½". Constant tape tension assured by torque motors. Illustrated with the PRESTO 900-A2 amplifier, recommended for use with this recorder.

AMERICA'S MOST COMPLETE SELECTION OF FINE TAPE RECORDERS

PRESTO **RECORDING CORPORATION**
Paramus, New Jersey

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Canada
Overseas: M. Simons & Son Company, Inc., 25 Warren Street, New York, N. Y.

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

EARNINGS
38% HIGHER
In Tulsa!

U. S. Bureau of Labor Statistics reports 1949 oil production workers received $71.47 and refinery workers $75.31 weekly, while $54.94 was the all-manufacturing average weekly wage.

There's more money in Tulsa and the Tulsa Market Area, because the oil industry's percentage of total business is higher in Tulsa than in any other U. S. city.

There's full coverage of all this rich market plus bonus coverage in Kansas, Missouri and Arkansas with KVOO, Oklahoma's Greatest Station.

Buy the TOP Southwestern Market . . .

Cover It With ONE Station . . . KVOO, In Tulsa!

Ask any Petry representative for KVOO's superior Hooper rating and intensive BMB rating. Or write KVOO.

NBC AFFILIATE
50,000 Watts

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

D. C. Shows Gain

(Continued from page 19)

audience, Monday through Friday. Between 4 and 7 p.m. the radio audience tapers off from its 1949 total but follows the same general trend of dropping between 4 and 6 p.m. and then comes up again strong in the 6-7 p.m. period.

Total cumulative gain of the daytime audience, Monday through Friday, is found to be approximately 2.1%.

In the evening hours, 7 p.m. to midnight, the radio picture also is interesting in the Washington market where television has increased its circulation by over 175% between October 1949 and October 1950.

Here 16% of the one-hour periods, Monday through Friday, show an increase in cumulative audience.

The gains are predominantly after 11 p.m. although all four of the local TV stations are in operation at least until 11:30 p.m. Radio listeners also appear to be staying up later since the drop in audience after 11 p.m. is not as sharp in 1950 as it was in 1949. News, again, may play a part in this listening picture.

Audiences Increase

Of the Monday through Friday evening network programs which appear on the same station at the same time in 1950 as in 1949, 25.2% are found to have increased their listening audiences. This includes the programs of ABC (WMAL), CBS (WTOP) and NBC (WRC). It was necessary to eliminate the programs of Mutual in this comparison since that network changed its affiliated station in Washington between the two report periods.

Comparing the quarter-hour time segments of these three network stations shows that between 7-11 p.m., Monday through Friday, 27.8% of the time periods has increased listening audiences. It also is interesting to note that where radio programs also appeared on television, the radio audience in many cases made a pronounced decline.

From the ever increasing number of radios being sold, and with many programs showing greater listening, it would appear that the radio picture remains healthy. In Washington, the East Coast's third oldest television market, the entire cumulative radio audience, Monday through Sunday, 6 a.m.-12 midnight, has dropped only 21.6%. This is in the face of increased television circulation of over 175% in number of sets.

For the timebuyer and advertiser it poses a problem. For the station operator and salesman the figures reveal that the radio audience is neither a thing of the past nor a drastically diminishing quantity. The cost-per-thousand circulation is still of vital importance. For a discussion of this phase of the problem, see accompanying story.

Engineer Buys Spots

WEEK Peoria, Ill., announced last week that one of its employes, Studio Engineer Harlan Baird, had become a sponsor on the station. Larry Finley, news director at WEEK, informed BROADCASTING • TELECASTING that Mr. Baird has purchased a number of spots on the station's breakfast show in order to advertise television sets which he is selling on the side.

BIG BROTHER WEEK

Radio-TV Asked To Support

RADIO and TV advertisers and celebrities are being requested to lend their support in the fight against juvenile delinquency by the Big Brothers of America, voluntary agency in the field of individual correction and prevention of juvenile delinquency, during the second annual Big Brother Week, Jan. 7-14.

The public service theme, approved by the advertising council, will be recommended in the January-February radio bulletin of the Council. Members of the association which are located in U. S. cities and in Canada are participating in the observance of the week.

TWIN CITY TR

City Seeks To Bar Seri

TRANSIT Radio is continuing its function in the Twin Cities on court injunction following adoption of a resolution Nov. 15 by the Minneapolis City Council barring TR because, the council alleges certain advertisements carried busses and street cars are objectionable.

Broadcasting Services Inc., local sales organization for TR, filed suit in Hennepin County District Court the day after adoption of the resolution, challenging the council's authority to ban service. The court issued a temporary injunction restraining the city from carrying out provisions of the resolution. Minneapolis City Attorney John Bonner interposed a demurrer holding that the council was within the law.

Council resolution was adopted after members of the Women's Christian Temperance Union and other advocates of prohibition appeared before the body to protest that Transit Radio carried beer advertisements.

Hearings on the case were under way last week before Judge Lewis Paul in District Court.

TR service in the Twin Cities now comprises 250 vehicles of Twincity Rapid Transit Co., with potential of 800. Operations are over WMIN-FM.

Now! The Bay Area's Most Exciting Home Economist

ANNE TRUAX
in
"Adventures in Home-making"
9:05 to 9:30 a. m., Mon. thru Sat.

KLX 910 on your dial
AND KLX-FM
TRIBUNE TOWER • OAKLAND, CALIFORNIA

Radio Listener Surveys Show 151,200 Eastbay people listen to KLX daily! KLX leads all San Francisco and Oakland independents in 11 out of 12 Hooper periods!
(OAKLAND HOOPER, JULY-AUGUST, 1950)

REPRESENTED NATIONALLY BY BURN-SMITH

Any way you look at it, the 49 counties reached by WOWO's powerful, popular signal make one of America's *top ten markets!*

In food sales, this area is now equal to the nation's 6th market. In general merchandise sales, to the 8th market. In drug sales, to the 7th market. In furniture and household goods, to the 8th market!

To get your share of Midwest sales, you can't afford to overlook WOWO. For specific figures on sales results.. and on the surprisingly low cost per thousand listeners.. ask the man from Free & Peters.

WOWO

FORT WAYNE

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

*Among the 200 leading cities of the U.S.A.

SCHOOL RADIO

Educational Broadcasters Meet Dec. 12-14

EDUCATIONAL broadcasters from all parts of the country will meet in Chicago Dec. 12-14 for the 14th annual School Broadcast Conference. Radio and television, in addition to all other media of mass communication, will be covered from numerous angles by speakers during the three days at the Hotel Sherman.

Tuesday, the first day, will open with a morning speech on "The Influence of Mass Media of Communication" by Douglas Schneider, director of the mass communications division for UNESCO in Paris. After a luncheon given by the Rockefeller Foundation and General Education Board, members of the group will hear a discussion of the use of broadcasting techniques as teaching devices, combined with a student demonstration. David Heffernan of Wright Junior College will define "Listening—A Communication Skill," after which Harold B. McCarty, director of WHA Madison and executive director of the Wisconsin State Radio Council, will appear with a panel on the subject "Statewide Networks Serve the Schools."

Betty Ross, assistant director of public affairs and education at NBC Chicago, will outline work of the Parent-Teacher Assn. on the air, after which the annual reception for the conference will take place. In the evening, William Dow Boutwell, editor of the *Scholastic Teacher*, will appear with directors of low-power FM stations operated by schools. They will talk of "The Radio Workshop: Operating Our Own Stations."

George Jennings, director of radio and television for the Chicago Board of Education, will outline how "Radio Serves a Large Public School System" at the opening session Wednesday morning. He will be followed by E. R. Moses Jr., of Eastern Illinois State College, and a panel of three, Gertrude Broderick, U. S. Office of Education; Richard C. Brower, State Dept. of Education, St. Paul, and Gloria Chandler of Chandler Productions, New York.

Radio in Britain

After a talk on why Illnois parents and teachers believe in radio and television, John Scupham, director of school broadcasts for the British Broadcasting Corp., will explain how "Radio Serves the Schools of Great Britain."

John Crosby, radio and television editor of the *New York Herald-Tribune*, has been asked to address the Wednesday luncheon group. At that time the conference will give the annual awards in classroom use of radio, station awards and the annual award of merit.

Afternoon meetings are scheduled as follows:

"Indiana U. Serves the Schools of the State," George Johnson, Indiana U.; executive meeting, Illinois Council on Motion Pictures, Radio, Television and Publications, Mrs. Donald Cox, president; "Possibilities in Low-Power Transmitters for School Use," E. C. Waggoner, director, WEPS, operated by the Elgin public schools; "Techniques of Tape Recording," R. W. Lowdermilk, U. S. Office of Education, and E. C. Carrington, Allied Radio Corp., Chicago; "Taking Stock of Radio-Television Resources," with a parent-teacher work-study group for radio-TV leaders, Elizabeth E. Marshall, state radio and television chairman, Illinois Congress of Parents and Teachers.

Garrison Talk

In the evening, Garnett Garrison, director of television for the U. of Michigan, will outline "Television in Education: Practice and Potentialities." He will conduct demonstrations by video workshops at South Shore and Lake View High Schools, Chicago. The entire show will be telecast via a closed circuit.

Thursday will begin organizing "good radio use" in the school, as outlined by Galeta M. Carr, principal of Peabody school, Chicago. The day's agenda:

"Must a Program Be Labelled Educational for Classroom Use?", A. S. Moser, Leyden Community High School, Franklin Park, Ill., and a television demonstration of *Lois and Lovell* by Lois Fisher; "Use of Techniques of Radio and Television in Parent-Teacher Meetings," Betty Burt, radio-TV chairman, Freeport Council, Illinois Congress of Parents and Teachers.

WLS Chicago will sponsor the luncheon, at which Harold Safford, program director of the station and president of the Illinois Broadcasters Assn., will introduce Josephine Wetzler, education director for WLS. She will explain how a "Commercial Station Serves Education."

A meeting concerned with activities of the Illinois Broadcasters Assn. will be conducted by Mr. Safford, after which a television panel will discuss what they have been watching on video. Final panels are —"Radio Serves the Special School and the Exceptional Child" and "Teacher Training Institutions and Radio-Television."

Florida Compromise

BILL SHEETZ, sports director for WMIE Miami, has been covering the Miami U. football games this season, and Reggie Martin, general manager of WJHP Jacksonville has been doing the play-by-plays for Florida U. When the two teams met, the announcers compromised. Mr. Sheetz called the game while Miami had the ball and Mr. Martin called while Florida was on the offensive, for broadcast of the game on the Sun Coast Broadcasting System, comprised of 16 Florida outlets.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

	RADIO
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

	TELEVISION
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

The Barefoot Boy...

"Go West Young Man"...

and

ROSS MULHOLLAND

did!!

Success? YES!!

Thanks to.....

BIRDSEYE . . . . LIPTON'S SOUP
JELLO . . . . BEST FOODS, INC.
AMERICAN T-V DEALERS . . . VICKS
RCA . . . SANTA FE TRAILWAYS
STREET & SMITH PUB. . . . IPANA
MOTOROLA . . . SAT. EVENING POST
STUDEBAKER . . . . MISSION PAK

The New Market Basket for over 5,000,000 people . . . .
MON. thru FRI. 7:30 to 9:30 a.m.

ROSS MULHOLLAND'S
"Barefoot Society"
COVERING

America's Third Largest Market

The West's Greatest Independent

KMPC

DIAL 710

50,000 WATTS 10,000 NIGHT

LOS ANGELES

GEORGE A. RICHARDS
Chairman of the Board

ROBERT O. REYNOLDS
Vice President & Gen. Mgr.

JOHN PATT
President

H-R REPRESENTATIVES, INC.

The
No. 1
Station
in Missouri's
3rd Market

KRES
(LBS)
St. Joseph, Mo.

Soon . . .

5000
WATTS (FULLTIME)

★ ★ ★

St. Joseph's
Best Radio
Buy!

★ More Power
★ More Listeners
★ More Sales

The St. Joseph Metropolitan Area Is Exceeded in Population Only by St. Louis and Kansas City

★

FORJOE & CO.
Nat'l. Rep.
19 W. 44th St., New York 18

★ Schedule KRES Now at Present Low Rates

NLRB ORDERS

Elections at WBIG WFMY

TWO issues—communism and the jurisdictional disposition of cameramen-projectionists at television stations—characterized separate election orders handed down by the National Labor Relations Board last week. Elections were directed to determine bargaining representatives for certain employes at WBIG-AM-FM Philadelphia and WFMY-FM-TV Greensboro, N. C.

The first case involves Seaboard Radio Broadcasting Corp., licensee of the Philadelphia AM-FM facilities, and the American Communications Assn. (Broadcast District Local No. 1). The union seeks a bargaining unit of announcers at the station. Management objected on the ground they have an intimate relationship in the "formulation, determination and effectuation of management policies."

Seaboard also protested to NLRB that ACA has alleged Communist affiliations which disqualify it from participating in a board election. ACA previously had been upseated from membership in CIO on similar charges. Station also felt the union would seek to merge announcers with the technicians' unit.

The labor board, however, cited its previous ruling that as long as any petitioner complies with certain sections of the labor act, NLRB has no cause to "investigate the authenticity or truth of affidavits filed . . . as such investigations are, by the Act, made a function of the Dept. of Justice."

Bargaining Unit

All announcers at WBIG-AM-FM, excluding the program director and all other supervisors, constitute an appropriate collective bargaining unit, the board asserted in ordering the election.

The second case concerns the Greensboro News Co., licensee of WFMY-FM-TV, and the National Assn. of Broadcast Engineers and Technicians.

Both station management and NABET agreed that all technical employes at the television facilities, excluding program director, chief engineer, producers and announcers, constitute a bargaining unit, and also that engineers and a camera-technician should be included.

Greensboro News Co. felt, however, that the cameraman-projectionist should be excluded. Station characterized him as a "film editor" and contended his work is not technical. NABET cited eight TV stations and two network contracts now existing where the position was included in the technical group. The board upheld the union. Partial text of the ruling:

Although the cameraman-projectionist is not as highly skilled as the engineers, considerable technical skill is required to perform his job properly. In the instant case, the cameraman-projectionist performs the work of film man, cameraman, and projectionist. His work is closely integrated with that of the engineers; he enjoys the same working conditions, and for at least 2 or 3 hours a day he is under the supervision of the chief engineer. In television, the cameraman or projectionist is but one of a group of technically trained employees working as a cohesive team toward a common goal. In an earlier case we included a projectionist in a technical unit of broadcasting employees. In view of these facts, and the fact that thus far cameramen and/or projectionists have generally been included in an overall technical unit in the television broadcasting industry, we shall include the employer's cameraman-projectionist in the appropriate unit.

ABC AFFILIATES meeting in Chicago recently included (l to r): Les C. Johnson, general manager, WHBF-AM-TV Rock Island, Ill.; Joe Hartenbower, manager, KCMO Kansas City; Walter Koessler, general manager, WROK Rockford, Ill.; George Higgins, general manager, WISH Indianapolis, and Glenn Snyder, general manager, WLS Chicago.

ELECTRONIC BUYS

Dept. Reports $368 Million

SUM of $368 million was obligated by the Dept. of Defense for electronics and communications equipment during the July-to-October 1950, period, the department revealed Nov. 21.

The total was part of a $8.1 billion outlay for procurement of all types of major materials and supplies during that period. Communications-electronics ranked fourth in the obligation list, topped by aircraft, tank-auto, and ammuntion and guided missiles. Total obligations covering military pay and civilian allowance were approximately $12.4 billion.

ASCAP INCOME

Collins Reviews History

PRINCIPAL sources of ASCAP income are radio, TV and other mechanical means, rather than sales of music, Jules M. Collins, ASCAP sales manager, declared Tuesday at the weekly luncheon of the Washington Ad Club.

Reviewing the history of ASCAP, Mr. Collins said the copyright group decided after the consent decree in the early '40's to "sell ASCAP on its merits." Over a score of regional offices were created. Recently the society has started a publicity campaign among its subscribers.

Mr. Collins explained ASCAP is reluctant to talk about its operations and what happens to its money. Funds are distributed quarterly and at the end of the year there isn't a cent in the treasury, he explained.

Ben Strouse, WWDC Washington, a club member, introduced Mr. Collins. He recalled briefly the formation of BMI a decade ago.

WMBG Richmond, Va., made special recording of presentation of awards at Annual Pedestrian Protection Awards luncheon held by Governor of Highway Safety. Program was presented as public service.

Speaking of Coverage

WTTH is the radio station that covers Michigan's rich Thumb area!

For news, farm reports and entertainment, people in the "Thumb" listen to

WTTH
ABC Network
1380 on your dial—Represented by Weed & Co.
PORT HURON, MICHIGAN

RUSSIAN JAMMING

Voice, BBC Getting Through Iron Curtain

VOICE of America and BBC broadcasts are getting through to listeners in the Soviet Union and Iron Curtain countries despite a concentration of Russian jamming transmitters, the British Broadcasting Corp. has reported.

The progress lies in the increase of BBC-Voice transmissions carried simultaneously on some 60 shortwave frequencies, BBC said in its 1951 yearbook tracing the history of Russian jamming maneuvers back to April 1949.

"We can claim with some degree of certainty that listeners in most parts of the Soviet Union can hear the BBC or the Voice if they take the trouble to search through the din of jamming for a clear frequency," Hugh Greene of the BBC asserted.

Issue of Soviet jamming tactics also was spotlighted in the United Nations at Lake Success, N. Y. The UN Social Committee Nov. 18 condemned the Russian noise blockade for the second time in recent months and appealed for an end to the interference.

The committee adopted a resolution claiming that the jamming constituted a violation of "freedom of information" and a denial of "the right of all persons to be fully informed concerning news, opinions, and ideas regardless of frontiers." Resolution embraced an earlier Chilean proposal passed in Geneva Aug. 9.

While the BBC report cited existence of 300 Russian jammers, the U. S. charged that the Soviet was employing over 1,000 such transmitters to fill the air with Siberian wolf calls, cries of seagulls, and roar of airplane engines to black out Voice programs.

UN debate was heavily flavored with mutual accusations that official broadcasts were being utilized to spread lies and slanders for the purpose of creating dissension.

An appeal to refrain from "unfair broadcasts" was added to the Chilean draft in combined amendments offered by the Philippines, Iran, Mexico, Iraq, Indonesia and Saudi Arabia. The resolution was adopted by a vote of 39-5.

WWOL LABOR

NLRB Orders Election

STUDIO and announcer-technicians should be included along with transmitter engineers at WWOL Buffalo, N. Y., in any bargaining unit represented by the National Assn. of Broadcast Engineers and Technicians, the National Labor Relations Board ruled in an election order issued last Friday.

In releasing the election directive, NLRB overruled objections set forth by Leon Wyszatycki, president of Greater Erie Broadcasting Co., licensee of WWOL-AM-FM. He had contended that the unit should be limited to transmitter engineers.

One of the points of disagreement over unit placement of employes involved Ted Wyszatycki, general manager and son of the WWOL president, who sought to include him in the bargaining group. NLRB exempted him "in accordance with the board's established policy of excluding close relatives of management from bargaining units." WWOL derives about $100,000 annually in advertising revenue, of which 10% is received from national advertisers, according to NLRB.

CANADA AD MEET

Cite Role in Defense Economy

ADVERTISING in today's defense economy was theme of the one-day fall conference of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, Nov. 27. Clarence B. Goshorn, chairman of Benton & Bowles, New York, was luncheon speaker, and emphasized the need of continued use of advertising in all channels to aid in the maintenance of our system and in development of the defense economy.

Closed sessions of the ACA were held morning and afternoon under the chairmanship of Lee Trenholm, president. He reviewed ACA activities and there were panel sessions on the future of the ACA and the future of Canadian business in the coming year, with leading Canadian economists on the panel.

Mr. Goshorn, after reviewing the world situation, the growth of advertising in both Canada and the United States during the war and postwar years, forecast that "there will not be as severe cut-backs in advertising under any conditions we now see ahead as we faced during the war." He emphasized the need of leadership by businessmen through advertising in all media to preserve our system.

Afternoon sessions were devoted to the sales manager and advertising, and agency and advertiser relations.

New Orleans Club

BEVERLY BROWN, WNOE New Orleans, is president of the newly formed New Orleans Radio and TV Club, with membership confined to those actively engaged in broadcasting in that city. Other officers are: Ray McGuire, WDSU-TV, vice president; Betty Nestor, WWL, secretary; Amelie Batson, WSMB, treasurer. Board of advisors includes Ken Elliott, WWEZ; Catherine Harriston, WJMR; Ed Prendergast, WJBW; Mike Clark, WTPS. Carl Cannon, WSMB, handles public relations of the club.

He fires customers with enthusiasm at point-blank range

His ammunition is his voice—and when he draws a bead, big shots become small bores. His "radar" is leg-work, and his penetrating news analyses bracket an enthusiastic audience.

As Mr. C. Paul Wanstreet, of U. S. Tire & Supply, Inc. wrote to Station WHAR, both of Clarksburg, W. Va.:

"We try to choose that type of advertisement which reaches the most people with the best message at the smallest cost.

"Since subscribing to your 'Fulton Lewis, Jr.' show, received comments from both old and new customers, our customer response has been tremendous. We have many of whom came in for the first time on hearing this show. Needless to say, we have been greatly impressed by the results . . ."

The Fulton Lewis, Jr., program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

IRAN VOICE

Officials Explain Ban

VOICE of America programs beamed to Iran were stopped because the U. S. failed to deliver a number of radio transmitters to that country and because of "public opinion," an Iranian propaganda official said in Tehran Nov. 22.

State Dept. spokesmen in Washington had no comment on the charge involving American transmitters, but said negotiations were still in progress looking toward restoration of part of the Voice programs. The half-hour Iranian language program was cut to 15 minutes, spokesman said. BBC and Pakistan broadcasts also were blacked out.

The Iranian director said it was "impossible" for Radio Tehran to make rebroadcasts of Voice programs originating in this country because of the lack of transmitters.

The official, Bahram Shahrohk, said the broadcasting policy did not imply any change in Iranian foreign policy, and added that Radio Tehran will continue to receive a daily 15-minute United Nations program. Iran was one of a number of countries which sided in a bloc against Soviet Union jamming tactics.

Tehran Radio reportedly had silenced programs aired Nov. 15 by both the Voice and BBC under an order cancelling a number of rebroadcasts of foreign programs. Tehran Radio is state-owned.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK OCTOBER 15-21, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.9)
1	1	Lux Radio Theatre (CBS)	18.7
2	2	Jack Benny Show (CBS)	18.1
3	6	My Friend Irma (CBS)	14.4
4		Charlie McCarthy Show (CBS)	14.3
5	3	Godfrey's Talent Scouts (CBS)	13.4
6	9	Amos 'n' Andy (CBS)	13.0
7	13	You Bet Your Life (NBC)	12.4
8	8	Life with Luigi (CBS)	12.4
9	19	Fiber McGee and Molly (NBC)	12.3
10	4	Walter Winchell (ABC)	12.2
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.3)
1	1	Beulah (CBS)	9.6
2	4	Lone Ranger (ABC)	7.7
3	2	Oxydol Show (CBS)	7.3
WEEKDAY (Average For All Programs)			(4.7)
1	3	Our Gal, Sunday (CBS)	8.0
2	8	Ma Perkins (CBS)	7.8
3	5	Wendy Warren (CBS)	7.6
4	2	Romance of Helen Trent (CBS)	7.5
5	1	Arthur Godfrey (Ligg. & Myers) (CBS)	7.5
6	14	Portia Faces Life (NBC)	7.4
7	15	Challenge of the Yukon (CBS)	7.3
8	6	Big Sister (CBS)	7.2
9	12	When a Girl Marries (NBC)	7.2
10	9	Rosemary (CBS)	7.1
DAY, SUNDAY (Average For All Programs)			(2.6)
1	1	True Detective Mysteries (MBS)	8.0
2	2	Shadow (MBS)	6.6
3	4	Martin Kane, Private Eye (MBS)	5.6
DAY, SATURDAY (Average For All Programs)			(4.4)
1	2	Grand Central Station (CBS)	9.6
2	1	Armstrong Theatre (CBS)	8.8
3	5	Cedric Adams (CBS)	8.2

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

On All Accounts

(Continued from page 12)

Evelyn Baird, have been married since October 1932. They have one daughter, Phyllis, 17. The family live in Douglaston, L. I.

Among his hobbies, Mr. Long lists golf, ham radio operation (an avocation that dates back to 1917) and sailing. He is a member of the American Radio Relay League, the Douglaston Yacht Club and is an associate member of the Institute of Radio Engineers.

WCFL Joins PBS

WCFL Chicago has been named the midwest outlet of the new Progressive Broadcasting System which started operations Nov. 26 [BROADCASTING • TELECASTING, Nov. 27]. Deal was set by George Isaac, general manager of WCFL; Dr. Miller McClintock, PBS chairman of the board, and Robert C. White, vice president of Central Division of the new network. PBS Chicago offices are headquartered at WCFL, 666 Lake Shore Drive.

WTVB-FM ON AIR

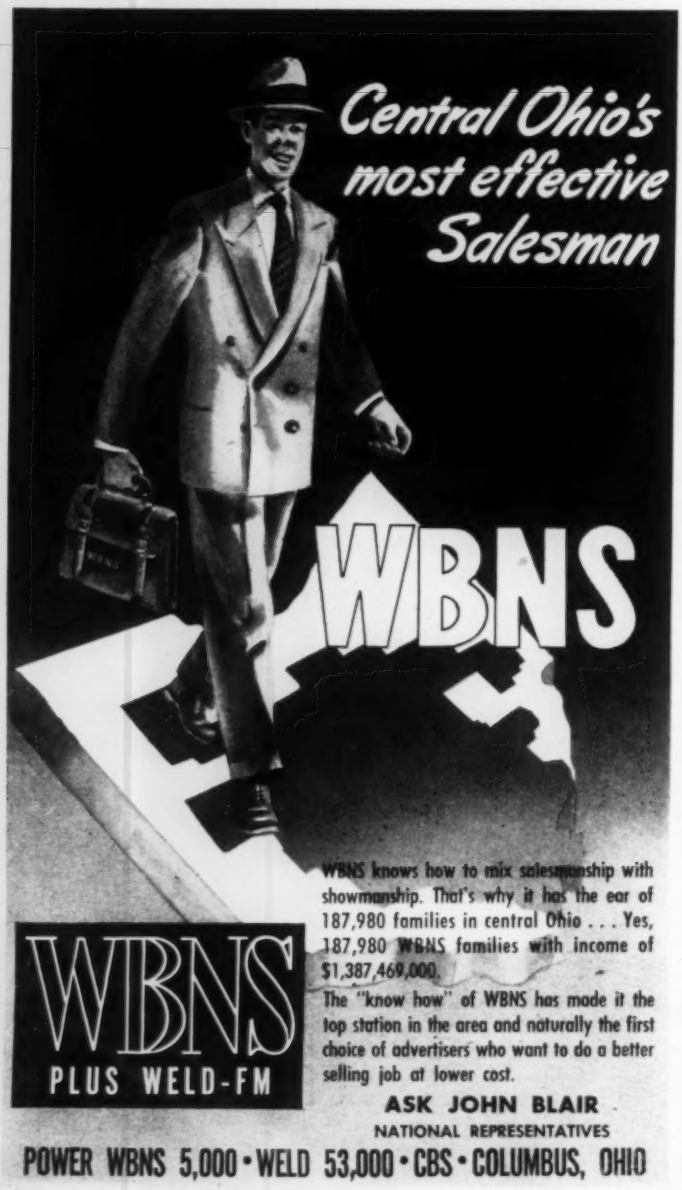
Carries 15-hour Schedule

WTVB-FM Coldwater, Mich., is now carrying a 15-hour schedule of broadcasts as a Class A operation on 98.3 mc (Channel 252). The new FM outlet of Twin Valley Broadcasters Inc. took the air fortnight ago, 11 days after receipt of its final construction permit. Station operates 6 a.m. to 9 p.m., programming separately after WTVB leaves the air.

Personnel for FM operation is the same as that of WTVB, with E. H. Munn Jr., station director; Jack Olson, program director, and Kenneth Gallant, sales director. Manned with RCA equipment, the station is on interim operation, awaiting completion of the FM tower soon after the first of next year. Joseph Hershey McGillvra has been appointed national representative, according to Mr. Munn.

KWHN Joins Mutual

KWHN Fort Smith, Ark., licensed to KWHN Broadcasting Co. Inc., a 5kw fulltime outlet on 1320 kc, signed a contract Nov. 22 with MBS, according to H. S. Nakdimen, secretary-treasurer of the firm. Mutual programs and commercials will be acquired by KWHN from the previous affiliate, KFPW, by Jan. 1, Mr. Nakdimen has announced.



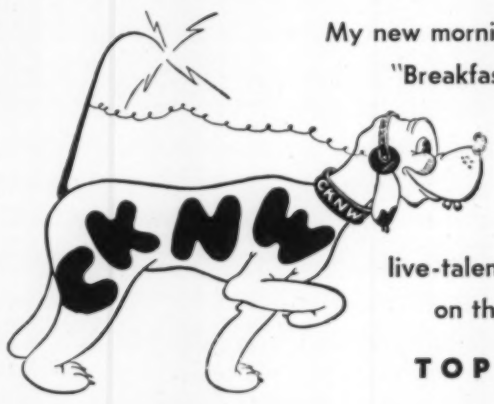
WBNS knows how to mix salesmanship with showmanship. That's why it has the ear of 187,980 families in central Ohio . . . Yes, 187,980 WBNS families with income of $1,387,469,000.

The "know how" of WBNS has made it the top station in the area and naturally the first choice of advertisers who want to do a better selling job at lower cost.

WBNS PLUS WELD-FM

ASK JOHN BLAIR
NATIONAL REPRESENTATIVES

POWER WBNS 5,000 • WELD 53,000 • CBS • COLUMBUS, OHIO



My new morning program "Breakfastime" is the only live-talent A.M. show on the coast—

TOP DOG!

Strictly Business

(Continued from page 10)

as possible." Spending several months on the West Coast "and having a wonderful time," Mr. Ballin handled publicity work for a number of dance bands, including Paul Pendarvis and Griff Williams. Those arduous "one night stands" and lack of money, however, sent him back to New York seeking greener pastures.

Still in pursuit of a radio career (he had written a senior thesis at Princeton on "Government Control of Radio Broadcasting"), Mr. Ballin joined the NBC page and guide staff in November 1938.

Joins Anacin Co.

In March 1940, torn between aspirations for radio and a growing interest in television, at that time "still around the corner," Mr. Ballin forsook the outer fringe of the radio scene and joined the advertising department of the Anacin Co., Jersey City, N. J. His main job was handling continuous detailed analysis of Anacin sales in relation to media, with particular emphasis on network radio. Since Anacin was a small firm at that time, he got into every phase of sales and advertising.

In June 1942, Mr. Ballin entered the Navy, serving for a short time on the *U. S. S. Vincennes* and later with the Naval Code and Signal Lab. He left the service as a U. S. N. R. lieutenant in November 1945.

Mr. Ballin then returned to Anacin, now part of Whitehall, as product manager coordinating all advertising activities on Anacin, Hills Cold Tablets, and several new brands. Within a year he headed all product brands.

Heads Radio Department

When Whitehall reorganized its advertising department in 1947, Mr. Ballin returned "to my first love" as head of the radio department. As assistant advertising manager in charge of radio and television, he took over activities relating to Whitehall's Monday through Friday network programs —*Our Gal Sunday*, *Romance of Helen Trent*, and *Mr. Keen* on CBS; *Just Plain Bill* and *Front Page Farrell* on NBC, and the *Harry Babbitt Show* on CBS Pacific Coast Network. Whitehall sponsors Tuesday-Thursday segments of the latter.

Mr. Ballin is liaison man for all Whitehall contacts with the networks, stations, station representatives and Air Features, which produces the five national network programs. He also works closely with the advertising agencies handling the various Whitehall accounts. He coordinates all advertising activities for about half a dozen brands.

Mr. Ballin has watched with interest and a certain amount of pride, the sales expansion of Anacin, in which he has had a generous participating hand. This pride is reflected also by Whitehall in its general appraisal of radio.

"For many years radio has formed the backbone of the advertising program for Anacin, Kolynos and our other drug products," he observes. "This policy has not changed, in spite of the fact that we have from time to time expanded into other media."

'Believes Radio Effective'

He adds significantly: ". . . Our recent buy of the NBC Tandem Operation is evidence that we still believe radio to be the most effective vehicle for reaching the type of people who buy our products." On Nov. 5 Whitehall began sponsorship of a portion of the network's *The Big Show* on behalf of Anacin.

Mr. Ballin belongs to the Radio Executives Club of New York and the Bell Haven Beach Club. He married the former Jean Brevard Crump in 1941. They have two children, Douglas David 3d, 6, and Diana Linton, 1. The family makes their home at Greenwich, Conn., where Mr. Ballin raises Boxer dogs. For other hobbies, he also brushes up on American history and takes part in all spectator sports.

PHILCO DIVIDEND

5% Stock To Be Voted

SPECIAL 5% stock dividend payable Jan. 10 to stockholders of record Dec. 22 is expected to be voted today (Monday) by Philco Corp.'s board of directors.

The board has declared a quarterly dividend of 80¢ per share on company's common stock—equivalent to 40¢ per share on the number of shares to be outstanding when the 2-1 split becomes effective. Dividend is payable Dec. 15 to holders of record Dec. 1. Regular quarterly dividend of 93¾¢ per share on the corporation's preferred stock, 3¾¢ series A, payable Jan. 1 to shareholders of record Dec. 15, also has been announced.

Special dividend, the board said, taking the form of stock will make possible the increase of the firm's working capital to handle the "present high level of business efficiently and to conserve funds for the expansion program that is contemplated for 1951."

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station

In A **CAPITAL** City gets

You **CAPITAL** Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"*

moved up to.. 9.4 (Third place . . . a tie . . . in December, 1949)

from... 8.9 (Fourth position . . . achieved in November, 1949)

For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

No. 1 Quality Market*

*Sales Management Survey for 1950

In the South's No. 1 State

No. 1—Among major North Carolina cities in **Per Capita Retail Sales.**

No. 1—Among major North Carolina cities in **Per Capita Food Sales.**

No. 1—Among major North Carolina cities in **Per Capita Drug Sales.**

No. 1—Among major North Carolina cities in **Per Capita General Merchandise Sales.**

SELL this cosmopolitan-metropolitan market with Asheville's longest established, most-listened-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous mountain empire.

570 KCS
WWNC
CBS AFFILIATE
WESTERN NORTH CAROLINA'S ONLY 5000 WATT DAY AND NIGHT STATION
HEADLEY-REED NATIONAL REPRESENTATIVE

ROLE OF THE RFD

Defined by Schneider

THE FARM director is the liaison between the college, the farmer and industry, and his strength lies in his promotion of the sale of all three elements in the economy. This was the conclusion advanced by Sam Schneider of KVOO Tulsa at the close of the two-day annual convention of the National Assn. of Radio Farm Directors in Chicago Nov. 26. Mr. Schneider, commissioned by the group to summarize proceedings, defined the role of the radio farm director (RFD) as one which aids better production, marketing and living for the farmer. His "selling" involves ideas as well as tangibles.

The various problems confronting the farm men, outlined by panelists and individual speakers Nov. 25 and 26 at Chicago's Stevens Hotel, can be solved by creation of new program ideas, "sale" of farm programming to station management, learning the farm audience size, promoting public relations and sales, gathering ideas from farmers, rendering service on and off the air, merchandising the product and planning formats which can compete with television, Mr. Schneider reported.

"If the RFD serves all these masters at once—and he can—he'll keep his AM station in the black," concluded Mr. Schneider. Farm directors, as "prestige lobbyists," create a demand for products, and for ideas, of colleges, farmers and industry. A "sincere desire" to help all three will result in the final products of better production, marketing and living on the farm, he said.

Schneider Elected

Mr. Schneider, who edited the NARFD *Chats* during the past year, has elected secretary-treasurer of the group, succeeding Chris Mack of WNAX Yankton, S. D. Mr. Mack, newly-elected vice president, replaces Phil Alampi of WJZ New York, president for the next year. Retiring president is Roy Battles of WLW Cincinnati.

During two full days of discussion, farm directors were concerned with the sale of their shows and getting management to allocate more money to their departments. In an effort to increase circulation of the successes of farm broadcasts, a committee headed by Larry Haeg of WCCO Minneapolis proposed to the new officers appointment of two committees for study and action.

Mr. Haeg's committee vetoed the suggestion that an executive secretary be hired, suggesting instead that the two committees study and act on gathering information on farm broadcasting and what has been done by radio farm directors for distribution to agencies, clients and timebuyers. This report is expected to be given to the membership at a three-day June meeting in St. Louis.

Thirty-six RFDs were given 10 and 20-year service awards at the annual banquet Sunday evening. Twenty-year recipients included:

Phil Evans, KMBC Kansas City, Mo.; Ken Gapen, U. S. Dept. of Agriculture; Wallace Kadderly, KGW Portland; Lou Kaiser, Cornell U.; George Kister, KMMJ Grand Island, Neb.; Bill McDonald, KFAB Omaha; John Merrifield, WWJ Detroit; Everett Mitchell, WMAQ Chicago; Art Page, WLS Chicago, and Charley Stookey, KXOK St. Louis.

Ten-year men receiving awards:

Frank Atwood, WTIC Hartford; Layne Beaty, WBAP Fort Worth; Emil Bill, WMBD Peoria; Milton Bliss, WHA Madison, Wis.; Harry Campbell, WBBM Chicago; Jim Chapman, WTAM Cleveland; Carl Collin, WKZO Kalamazoo; Ray Heinen, U. S. Dept. of Agriculture; Amos Kirby, WCAU Philadelphia; Edd Lemons, Oklahoma Extension Service; Glenn C. Lorang, KHQ Spokane; Chris Mack, WNAX Yankton; Ten Mangner, KMOX St. Louis; Bill Moshier, KJR Seattle; Herm Plambeck, WHO Des Moines; Sam Schneider, KVOO Tulsa; Gus Swanson, KFEL Denver; Chuck Worcester, WMT Cedar Rapids; Earl Britton, KERG Eugene, Ore.; Don Dean, WLEC Sandusky, Ohio; Paul Fisher, WMRC Greenville, S. C. Mal Hansen WOW Omaha; Ernie Jorgenson, KXYL Spokane; Cal Kanstedt, KSTP Minneapolis; Gordon Loudon, Louisiana Agricultural Extension and Lester Weatherman KFBI Wichita.

NEW OFFICERS of the National Assn. of Radio Farm Directors, elected in Chicago at the annual convention are (l to r): Phil Alampi, WJZ New York, president; Chris Mack, WNAX Yankton, S. D., vice president and Sam Schneider, KVOO Tulsa, secretary-treasurer.

Public Interest Awards

Earlier that day, six AM stations earned public interest awards "for exceptional service to farm safety" during 1950 and the preceding 12-month period from the National Safety Council at a council luncheon. Stations were KUOM St. Paul; KUSD Vermillion, S. D.; WIBX Utica; WNAX Yankton; WSJS Winston-Salem and WTIC Hartford [BROADCASTING • TELECASTING, Nov. 27]. Certificates were presented by Ned Dearborn, president of the council, after a welcome by Paul Jones, director of public information. Also seated at the speakers table was Dan Thompson, council radio and television director.

The Sunday morning session, concerned with election of officers

KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN'
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KLIX IS KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN' KLIX IS KLICKIN'
ASK HOLLINGBERY

and committee reports, was followed by discussion of the RFD and farm program from the commercial viewpoints of the farm director, the station manager, the station promotion director and the sponsor.

Representing the last were Gordon M. Philpott, vice president and director of advertising for the Ralston-Purina Co., St. Louis, and Ed Cashman, president, Doughboy Industries, New Richmond, Wis. Mr. Philpott appeared with Otis O. McIntosh, director of public relations for Ralston; Maurey E. Malin, manager of Chow advertising for the company, and Jack Leach, account executive at Gardner Advertising, St. Louis, which handles the Ralston account.

Mr. Philpott said Ralston "has bought some kind of farm radio" in all his 31 years with the company, and pointed out that most Ralston radio money is spent in the South. "It's no coincidence that the South offers the most profit, is the fastest-growing market and shows our best advertising effort, for our heavy radio is there," he said.

Buying Problems

He cited major problems in buying radio as (1) determining the size of the audience and the hours for the programs, (2) getting program availabilities, "as the national reps and even station salesmen are very badly informed," and (3) getting stations to offer creative programming. "Usually the station makes no attempt to get us the kind of show we want if none is available at the time," Mr. Philpott said.

Advertisers want two things from radio farm directors, he said. First, they want to know that the RFD "has sold his top management on farm programs, the farm audience and on himself." Mr. Philpott pointed out that "some stations apparently broadcast farm shows only to comply with FCC regulations regarding public service broadcasting." "One of the best" competitors for television is the farm broadcaster, especially during early morning hours, Mr. Philpott said. "Top management on most stations" doesn't realize the potentialities of the farm program and audience, the speaker charged, adding that "all kinds of inferior products are thrown as participations into farm shows when there's no place else for them."

Station salesmen "haven't had to sell for so long they don't know how," Mr. Philpott said, adding that none of the radio that Ralston had ever bought was "sold" to it. "We sold ourselves," he said.

Responsibility to Sponsor

Secondarily, the client wants the RFD to recognize his responsibility to the sponsor to make the program sell. Mr. Philpott suggested the RFD "sponsor" the product personally, accepting only clients in whose products he believes. "And work with the sponsor closely. Rewrite the commercials if you don't like the way the agency writes them, but let the sponsor know why," he said.

Mr. Cashman, president of Doughboy Industries, supervises production in seven divisions which manufacture different products. Doughboy, a regional account, spends "less than $1 million a year" on advertising, 40% of which is for the feed division. About a third of the feed money goes to radio, a half-hour show, several quarter-hours and occasional spots.

He outlined some results of a questionnaire sent to 500 selected feed salesmen and dealers. In answer to the question: "Has the Doughboy radio program or programs in your territory sold Doughboy feed to any of your customers?" 81% of the respondents said yes, 19%, no. "We're worried about the 19%," Mr. Cashman said. Half of those answering said the greatest sales results come from farm commentators, 37% said a combination of commentary with hillbilly bands and 13% believed hillbilly bands alone did a better job.

Seventy-eight percent of the dealers "are opposed to spot announcements as against longer shows at less frequent intervals," Mr. Cashman said.

'Maintain Prestige'

Calling on the RFDs to "maintain prestige and following for the sponsor's benefit," Mr. Cashman warned them not to "become Main Street farmers." He suggested that farm directors "continually press management to give time best suited to the farmer's listening habits," encourage the spending of time and money for farm listener information which helps the sponsor know what kind of an audience he is buying at various times of the day, and foster merchandising of the show and product.

"The trouble with radio salesmen is they promise you the moon in merchandising assistance, but once you've signed a long-term contract, they are inclined to forget all about the sponsor," he charged.

The sponsor also wants the farm

(Continued on page 104)

PUBLIC INTEREST awards for "exceptional service to farm safety" went to six radio stations during the convention of the National Assn. of Radio Farm Directors in Chicago. Awards were made by Council President Ned Dearborn (standing r). Station men receiving the certificates (l to r): Standing, Ed Slazarczyk, WIBX Utica, N. Y.; Ray Wolfe, KUOM St. Paul; Irving Merrill, KUSD Vermillion, S. D.; seated Frank Atwood, WTIC Hartford; Harvey Dinkins, WSJS Winston-Salem, and Chris Mack, WNAX Yankton, S. D.

Our listeners have imagination . . . *more than that . . .* they know SPONSOR IDENTIFICATION

May 15th, 1950, WPWA started a new program called "PLAY RADIO" . . . like Bingo. Playing blanks were made available at any grocer carrying SUNBEAM BREAD. In ten weeks 45,000 forms were mailed to WPWA from a radius of 40 to 60 miles of Chester, Pa. We are about to change the forms, that means some 50,000 people are going to scurry to grocers carrying Sunbeam bread and perhaps to

YOUR CLIENT, too!
for "PLAY RADIO" forms.

Call us at Chester 4-2554 if you want "IN" on "PLAY RADIO."

WPWA

DELAWARE COUNTY'S *FIRST* STATION
1590 on the dial, *FIRST* in the hearts of listeners
CHESTER, PENNA.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

THE LATEST WCKY STORY

WCKY GIVES YOU ANOTHER BIG PLUS!

WCKY IS #1 IN OUT OF HOME LISTENING

IN THE CINCINNATI AREA.*

19.8% of the people in the Cincinnati Area
listen out of home once or more a day, and
WCKY has 23.6% of this Out of Home Audience
6 AM to 8 PM Monday thru Friday . . .
MORE THAN ANY OTHER CINCINNATI STATION!

NOW MORE THAN EVER BEFORE,
WCKY IS YOUR BEST BUY IN CINCINNATI.

(*-Pulse Cincinnati Out of Home Survey July-August 1950)

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

A NEW 50,000 WATT TRANSMITTER!

WCKY HAS JUST INSTALLED THE LATEST GENERAL ELECTRIC 50,000 WATT TRANSMITTER, WITH MANY IMPROVEMENTS, WHICH WILL PROVIDE WCKY'S LARGE AUDIENCE WITH EVEN BETTER FIDELITY AND A CLEARER SIGNAL.

NOW, WITH TWIN 50,000 WATT TRANSMITTERS, WCKY WILL PROVIDE CONTINUOUS 24 HOUR, 7 DAY A WEEK SERVICE TO ITS LARGE LISTENING AREA IN THE EASTERN AND SOUTHERN STATES.

THIS INVESTMENT IN NEW AM EQUIPMENT INDICATES OUR CONFIDENCE IN THE FUTURE OF AM BROADCASTING (AND WE THINK TV IS OKAY TOO).

NOW MORE THAN EVER BEFORE,

WCKY IS YOUR BEST BUY IN CINCINNATI.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

No Opposition?

ORGANIZED education, under the very noses of the nation's broadcasters and telecasters, is making a determined bid for a huge chunk of the limited TV spectrum. So far, those who were responsible for the development of the broadcast arts as free enterprises, haven't even joined issue. Last week there were these developments:

(1) The organized educators, in hearings before the FCC, asked for a VHF channel in each big city and educational center, with 20% of the unallocated UHF to be reserved for education.

(2) A joint Emergency Committee on Educational Television, headed by the violently anti-commercial crusader, Chancellor Robert M. Hutchins of the U. of Chicago, put on a mail campaign for a $25,000 war-chest to finance the frequency grab.

(3) Sen. John W. Bricker, (R-O.) introduced a resolution for an FCC study, looking toward reservation of at least one frequency in each state for educational purposes.

All this has happened before in radio. It occured in 1928, when the original AM reallocation was made. It happened again a decade ago with FM. But education has always found it could achieve maximum audience and optimum results by using the allotted sustaining time of established commercial stations and networks—which have the audiences, the know-how and the wherewithal. The past record speaks for itself.

Comr. Frieda B. Hennock, is quarter-backing the educational strategy. The FCC proceedings have been virtually *ex parte*, since no witnesses have been cross-examined by representatives of the nation's broadcast interests, who have invested so heavily in the visual medium. So Comr. Hennock has been making touchdowns in every quarter.

To reach an equitable decision, the FCC should have all the facts. What about the past experiences of the educators in radio? What about their financial ability to engage in TV? Has anything been said about the educational programming now being done by TV stations in collaboration with state institutions, even at this early stage of TV development? And has anyone recalled that in 1934-35, the whole educational-allocations battle was fought before the FCC, at the behest of Congress, with the NAB carrying the load, after an exhaustive survey of radio in education, and which lead to the formation of the Federal Radio Education Committee?

The logistics or intelligence of commercial broadcasting, so far, appears to have fallen down badly.

100% Isn't Perfect

SOME buyers of radio advertising have developed, no doubt in all sincerity, a rule-of-thumb in estimating the radio audience where TV is available. They simply deduct 100% of the number of TV homes from the number of radio homes in a market.

With recollections of the Assn. of National Advertiser's autumn effort to slash radio rates still fresh, the need for authentic coverage and research data becomes more acute.

When agencies and advertisers deduct 100% of TV homes from the radio-home count for a market, broadcasters find themselves in danger of being mousetrapped. They are thrown in competition with media that evade admitting TV has cut down their own audience by insisting that all of TV's gains have been made at the expense of radio alone. They avoid the spectacular rise in radio set sales —exceeding even those of TV.

The answer must come in the form of statistical proof that will be accepted by the advertisers. The two BMB studies have satisfied most of those who hurled the charge that broadcasters are medicine men. Now the latest BMB figures are becoming obsolescent. Larger agencies, however, apply their individual factors to bring the data up-to-date. That's why they're buying more and more national spot.

Fortunately a group of broadcasters is now working on this very problem, under aegis of the new Broadcast Audience Measurement Inc. With Clyde Rembert, KRLD-AM-TV-FM Dallas, as chairman, a BAM committee is exploring the history and scope of radio coverage and research.

The answer may lie in an oft-agitated blanket coverage-research project, supplying all types of reports under one banner. Or it may be found in a less costly certification operation that would inspect and lend its seal of approval to private research.

The statistical answers are there. It's just a case of ferretting out.

Talent's HCL

THE FULL effects of the labor agreements signed a fortnight ago with AFRA and Television Authority cannot be fully assessed at this time, but there isn't any doubt that the new contracts will cause radio's production costs to rise and television's to skyrocket.

The new AFRA contract with the radio networks did make a concession to reality. Except for one category of announcers, the AFRA commercial scales remain the same. In consideration of the advertiser clamor against radio costs, the acceptance by the union of *status quo* in its commercial minimum was wise.

AFRA's sustaining program scales, however, were boosted an average of 14.2% in the new contract. In times of declining profit margins in network radio, this increase may be difficult to accommodate.

The new Television Authority contract is quite a different matter from the AFRA agreement. Estimates by the networks as to how much the TVA contract will raise production costs run as high as 100%—assuming that present programming continues unchanged.

Present programming, of course, will not remain unchanged. To bring production costs somewhere within sight networks and sponsors will have to shorten rehearsal periods, reduce the size of casts and exert every economy possible, to the inevitable detriment of production quality.

Take dancing choruses, for example. Shows with middle-sized budgets could engage choruses of several dancers at fairly low rates before the TVA contract was made. Now that chorus members in an hour's show are to get $125 each, the number of them to be hired for any single program is obviously limited.

We recognize the great pressure under which the networks carried on negotiations in the face of a rapidly approaching TVA strike, but we wonder whether they agreed to too high a price for the first talent contract in television. The scales set by the TVA agreement are the first. What will they be next year?

our respects to:

FRANK VIVIAN WEBB

THE V. in Frank V. Webb's name should stand for versatile. However, it stands for (say it softly, that no one may hear) Vivian. Mr. Webb, now general manager of KFH-AM-FM Wichita, Kan., has come a long way in the growing radio industry.

Back in 1938 he was running KTMS Santa Barbara, the *News-Press* station, almost single-handed. He conducted his own daily *Man on the Street* program, putting himself on the air with the aid of a battery amplifier. After holding his sidewalk interviews he would return to the studio, write scripts, compile questions and answers for the next day's show, handle difficult personnel problems, sell time to Santa Barbara business firms, write continuity for the time he had sold, put the announcements on the air, and then take his regular shift at the studio controls.

The KTMS enterprise taught Mr. Webb the

(Continued on page 49)

Static and Snow

By AWFREY QUINCY

ED PETRY asks: "How many pickets do you need for a fence?" If he means a fence around a radio station, why not ask Stan Hubbard?

* * * * * * *

If we believed everything we read, we'd hurry and get rid of our television set. Then we'd read aloud to the kiddies from the best books and magazines, take them to the movies every night, spend each warm afternoon in the ballpark, take in all the football games, and have the family at ringside for all the prize-fights. Nurtured in such a refined atmosphere, OUR children would never grow up to feel socially inferior!

* * * * * * *

When Jimmy Shouse goes to work on the Voice of America, we'll bet that the soprano influence will be de-emphasized in favor of much more baritone.

* * * * * * *

We think that the formation of a Broadcaster's Advisory Council is a great idea, but we're curious about something. In our government, who takes advice?

More Italians* Listen to

WOV

than any other New York Station

(Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949 —while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service—providing *network quality* entertainment and news coverage from studios both in New York and Rome, Italy...with the showmanship and drive that *sell!*

***2,100,000**
Italian-Americans Live and Buy in the Greater New York area.

Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

front office

EDWARD KEMBLE, manager KDB Santa Barbara, Calif., to KFI Los Angeles sales staff as account executive about Jan. 1. Was account executive with Don Lee Network, Hollywood.

BLAYNE BUTCHER, former radio director Newell-Emmett, N. Y., to KTTV (TV) Los Angeles in executive capacity.

Mr. Butcher

FRANCIS W. TULLY Jr., Washington news correspondent for the Yankee Network, resigns. He will publish a newspaper in Maine.

BOB DUMM, general manager KNOE Monroe, La., appointed vice president and general manager Sacramento Broadcasters Inc., (KXOA), Sacramento, Calif. Replaces HERB FERGUSON, who resigned to go into business in Fresno.

THOMAS D. SEAY Jr. appointed station manager KFTV Paris, Tex.

HERB BOOTH, manager KROP Brawley, Calif., appointed manager KYOR Blythe, Calif.

NORMAN THOMAS, continuity department WOTW Nashua, N. H., appointed sales director.

SCHEPP-REINER Co., station representative, moves to larger offices at 16 E. 43d St., New York 17.

CKNW New Westminster, B. C., appoints National Broadcast Sales, Toronto, to handle representation, effective Jan. 1.

GEORGE GLAVIN, commercial department KING Seattle, to TV sales department. BOB KILPATRICK, commercial manager KXA Seattle, to KING sales staff.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100%			
19 Counties	101,680	517,587	279,752
25-100%			
27 Counties	157,110	814,186	452,784
10-100%			
36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100%			
10 Counties	72,050	360,853	232,657
25-100%			
22 Counties	128,350	654,711	373,006
10-100%			
31 Counties	188,540	972,052	538,598

*RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC. National Representatives

ARTHUR McPHILLIPS, assistant sales manager and traffic manager WJR Detroit, appointed sales service director.

RICHARD HARRIS, WILMA RICHMOND and MITCHELL DAVIS Jr. to accounting and auditing departments WRC and WNBW(TV) Washington. PATRICIA SAWYER to WNBW(TV) as secretary.

ROBERT E. WILLIAMS appointed general manager WFML (FM) Washington, Ind. Was with WRSW (FM) Warsaw, Ind.

H. BRUCE BAUMEISTER, Wright, Wright, Green & Wright, Beverly Hills, Calif., law firm, appointed resident counsel KTTV (TV) Los Angeles.

DON SHIELDS, newsman WAVZ New Haven, transfers to time sales department.

LOIS LARSON, S. F. model, to KRON-TV San Francisco accounting department.

WILLIAM J. LOFBACK rejoins WSAM-AM-FM Saginaw as commercial manager. Was news editor before he left to join wholesale hardware firm in Michigan.

ROBERT W. FERGUSON, station manager WTRF-AM-FM Bellaire, Ohio, promoted to executive vice president and general manager.

TED WEBBE, sales manager WCTC New Brunswick, N. J., to sales staff WAAT-AM and WATV (TV) Newark.

BILL YONAN to ABC Chicago AM sales staff after working in promotion department. LOVE DRAPER to ABC Chicago network TV sales staff from John H. Sampson, Chicago agency.

CHARLES FERGUSON, formerly with Utah stations, to KBUC Corona, Calif., as sales representative.

Personals . . .

KEITH G. DARE, TV account executive Headley-Reed, father of girl, Robin Gail . . . PAUL GODOFSKY, executive vice president and station manager WHLI-AM-FM Hempstead, L. I., father of girl, Barbara Sandra . . . TOM DAISLEY, sales representative WIS Columbia, S. C., father of girl, Donna Gail . . . DICK ROTHLIN, KRON-TV San Francisco, father of girl, Christine.

WILLIAM HENRY SENER, head of radio department, U. of Southern California, L. A., and manager KUSC (FM) Los Angeles, and Frances Josephine Love were married Nov. 27.

1881 James R. Weatherspoon 1950

FUNERAL SERVICES were held Wednesday for James R. Weatherspoon, 69, president of WPTF Radio Co., operator of WPTF-AM-FM Raleigh, N. C., at the First Baptist Church in Raleigh. Mr. Weatherspoon, who also was director of the Durham Life Insurance Co., died the afternoon of Nov. 27. He had been in ill health for the past seven years.

Mr. Weatherspoon

A native of Durham County, Mr. Weatherspoon accompanied the Durham Life Insurance Co. when it moved its officers to Raleigh in 1920. At that time he was treasurer and a board member, positions in which he continued until his death.

Active in Raleigh civic and religious life, Mr. Weatherspoon was a former president of Raleigh Chamber of Commerce, the Kiwanis Club in that city and the North Carolina State Fair. He was a deacon in the Raleigh First Baptist Church.

Surviving are his widow, four daughters, one sister, two brothers and six grandchildren. Burial was at Montlawn.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

Respects

(Continued from page 46)

essentials of the broadcasting business. He put the station on a paying basis and maintained it at a profit-producing efficiency during his two years there. A staunch proponent of self-reliance, he believes that confidence in one's own ability, willingness to perform any job well, and an open and independent mind are the essentials for getting ahead in a fast-changing world.

Following his experience at Santa Barbara, Frank Webb went to Fort Wayne, Ind., where after two years he was made assistant sales manager in charge of advertising and promotion for six Westinghouse stations, with headquarters in Philadelphia. Later he was promoted to sales manager of Westinghouse's KDKA Pittsburgh, where he remained two years. His next step upward came when he accepted the managership of the Farnsworth Broadcasting Division, including television transmission, frequency modulation and standard broadcasting. In this capacity he became manager of WGL, one of the two Westinghouse stations operating in Fort Wayne.

Success With WGL

Under his direction, WGL managed to show a small margin of profit on the first month's operation in spite of wartime restrictions and building limitations. He laid out new studio plans to include facilities for AM, FM and TV and built up an organization of 34 employes.

Mr. Webb's earlier business career was almost entirely in the advertising field and he is fully cognizant of the salesman's problems. His first job in the fall of 1928 after leaving Kent State College, Ohio, was selling monotype and linotype service to advertising agencies, book publishers, and printers for the M & L Typesetting Co. in Chicago.

After two years with this firm, he followed the advice of Horace Greeley and "went West" to seek his fortune. He took a job with the Arizona *Republican Gazette* in Phoenix in 1930, where he began as assistant to the national advertising manager. He was given various promotions on the ad staff before joining the advertising department of the *Santa Barbara News-Press* four and a half years later. In 1937, he organized the Santa Barbara Advertising Club and became its first president.

In 1943, Mr. Webb was one of 12 representatives selected from the industry to make an NAB presentation to launch a campaign selling retailers of America on the values of broadcast advertising. He addressed 12 mass meetings of retailers in the principal cities of North Carolina, South Carolina and West Virginia.

In 1944 Frank Webb was made a member of the NAB Sales Managers Executives Committee and served as sub-committee member for the revision of the NAB-AAAA standard contract for spot broadcasting. As a result of his NAB activities he worked closely with Lewis H. Avery, then NAB director of broadcast advertising. From this association grew Mr. Avery's proposal that Mr. Webb open and manage the Los Angeles office of Avery-Knodel, station representative.

Frank Webb's real interest, however, lay in the direction of active broadcasting, and in the fall of 1946 he went to Honolulu. He served as vice president and general manager of KULA Honolulu until 1948 and then moved to Wichita in September of that year. Since his sojourn in the islands, Mr. Webb has been an expressive supporter for the Statehood of Hawaii.

Earned Public Service Laurels

His operation of KFH-AM-FM, owned by the *Wichita Eagle*, reflects his sense of civic and national responsibility. In collaboration with the Wichita Police Dept., the station has launched a great number of safety campaigns, emphasized during the return-to-school months in the fall. As a result of these campaigns, the station has won various public service awards. KFH celebrated its 21st anniversary as a CBS affiliate in October.

Mr. Webb is the first president and one of the originators of the Kansas Sales Executives Club, now in its first year, with 150 members from six representative Kansas cities. Under Mr. Webb's leadership and with the cooperation of a group of enlightened and energetic businessmen, the club's aim is to develop selling into a profession.

In addition to his work with the Sales Executives Club, Mr. Webb has just completed a term as vice president and program chairman of the Wichita Ad Club. He has also served on the board of directors of the Sedgwick County Infantile Paralysis Foundation, is a member of the public relations committee of the Community Chest and is active with the Wichita and the Kansas Chambers of Commerce.

POINTING out details to KFAB Omaha's new women's program director, Nancy Condon, is the station's program director, L. A. (Jiggs) Miller. Just appointed to take over duties formerly held by Mrs. Kay Wilkins, resigned, Miss Condon has been in radio for 4½ years, joining the station's research unit in 1946 and since serving in various phases of the station operation.

His interest in the Boy Scouts and 4-H Clubs has led to outstanding KFH programs for these groups.

Born of American parents in Mexico City in December 1907, Mr. Webb is still known as "Pancho" or "Hank" to his family, to avoid confusion with his father, Frank Sr. He is married to the former Rosalie O'Connor. They have one son, Michael Stewart, 19 months.

Boyhood days spent in Missouri have left a little of the Tom Sawyer and Huck Finn adventurousness in Frank Webb. He has been learning to fly and has already made a cross-country flight in a Beech Bonanza. While in Hawaii he indulged his hobby of spearfishing. He also enjoys knocking around in old clothes and painting a little for his own pleasure.

Looking ahead to the expansion of KFH-AM-FM, Mr. Webb is making plans for a KFH-TV when the FCC freeze is lifted and the international situation clarified. He is alert to the potentialities of TV and is a popular civic club speaker on TV possibilities for Wichita.

ONTARIO MEETING

May Form Regional Unit

FORMATION of an Ontario regional broadcasters group was to be main business of the Ontario regional station meeting at the Royal York Hotel, Toronto, yesterday (Dec. 3). With Ontario the only area in Canada which does not have a regional association, although it has the most stations, it was expected that a regional association would be formed and officers elected at the meeting.

The Canadian Assn. of Broadcasters called the meeting, and William Burgoyne, CKTB St. Catherines, representing Ontario small market stations as a CAB director, was to report on CAB activities for 1950. Pat Freeman, CAB sales director, was to outline his new system of audience surveys. Agenda for the forthcoming annual CAB meeting at Quebec also was to be discussed.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

*According to Sales Management Survey (Nov. 10th Issue)

CBS

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 27,900 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

air-casters

ODNEY (Bud) COULSON, manager KBUC Corona, Calif., to KFI-AM-TV Los Angeles in promotion and publicity department to handle press contacts. Replaced **RON MANDERS,** assigned to handle station's grocery merchandising activities. **BILL GORMAN,** formerly in latter position, named members of station jobs staff.

ROBERT O. EATON, announcer WLBH Mattoon, Ill., to WLWD (TV) Dayton as producer, writer, director and announcer.

GERRY MORRISON to *Don McNeill's TV Club* as producer, replacing **IVOR McLAREN,** resigned. Was with *Wayne King* TV show. **ED McKEAN** becomes writer for show.

ALLAN JEFFERYS, announcer WFPG Atlantic City, N. J., to WTOP Washington in same capacity.

KEN ACKERMAN, staff announcer KCBS San Francisco, father of girl, Barbara, Nov. 12.

BILL WOLFF, special events and news editor and announcer WKNK Muskegon, appointed program director. **DEA McCRAE,** radio-TV copywriter Young & Rubicam, N. Y., to station as chief of continuity department and production assistant to Mr. Wolff.

ROBERTS E. EVANS, program director WSSB Durham, N. C., to WALD Walterboro, S. C. in same capacity.

FORREST H. (Bob) RESPESS, chief announcer and promotion director WHOK Lancaster, Ohio, appointed program director. **BENNY BEE,** disc jockey, appointed music director.

FRED DAVYS, record librarian WJAS Pittsburgh, father of boy, Bob.

PAT BUTTRAM, CBS *Gene Autry Show,* hospitalized for almost three months following injuries suffered in explosion during filming of scene for Autry TV film, returns to cast of radio show.

HENRY SELIB, new to radio, to continuity department WOTW Nashua, N. H., replacing **NORMAN THOMAS** (see FRONT OFFICE).

LIB COX to continuity staff WIS Columbia, S. C. Was with NBC New York.

JACK BENNY, star of own CBS radio and TV shows, and his wife, **MARY LIVINGSTON,** honored Nov. 26 as "Mr. and Mrs. American Citizen" by Los Angeles Lodge, B'nai B'rith.

DAVID MacPHAIL appointed assistant controller NBC Western Division.

MICHAEL JOSEPH, staff announcer and disc jockey WFRO Freemont, Ohio, to WMAN Mansfield, Ohio in same capacity.

WILLIAM HERNDON, literary agent, to CBS Hollywood editing department, replacing **HARRY G. STEWART,** resigning to join radio department, Sam Jaffe, L. A. talent agency.

CLYDE McMILLAN to WFML (FM) Washington, Ind., as staff announcer. Was with WXLW Indianapolis.

LEWIS ALLEN, meteoroligist with Navy Dept., featured in weather report on *Top of the News* on WTOP-TV Washington.

CARL B. SKYETTE, public relations director Rustless Iron and Steel Corp., Baltimore, appointed promotion director WBAL-AM-TV Baltimore, replacing **FRED S. HEYWOOD,** appointed TV production manager.

FRANK DELLETT, controller, NBC Western Division, and **CAROL EWING,** KNBH (TV) Hollywood controller, are in New York for four-day NBC controllers meeting starting today (Dec. 4).

ELLEN SWITZER, women's commentator who conducts *Hello Ladies* on WAVZ New Haven, awarded "Chester" award for her outstanding year-around service to Community Chest of that city.

UNCLE HARVE, cowboy entertainer WGBS Miami, Fla., to WFEC same city.

DAVE FULMER, KRON-TV San Francisco producer-announcer-director, father of girl.

DODY SINCLAIR, associate production director WJAR-TV Providence, R. I., appointed production director.

JESSE I. MILLER to announcing staff WNBW (TV) Washington.

LANSING BAILEY, music director KRON-FM San Francisco, appointed program manager.

LEON LEVINE, producer CBS-TV *People's Platform,* received plaque from Veterans of Foreign Wars on behalf of CBS. Award made for "contributions of this program to the public service."

DOROTHY MILBANK, KRON-TV San Francisco accounting department, transfers to program department.

PETER BARKER to WDTV (TV) Pittsburgh as executive producer.

STEVE DUNNE, radio-TV, screen actor, takes over title role in NBC *Adventures of Sam Spade.* Signed to exclusive TV contract with Don Lee television.

J. C. RIEKBERG, KNBH (TV) Hollywood kinescope recorder, father of boy, Nov. 26.

News . . .

HERB CARROLL, news editor WLBK DeKalb, Ill., leaves for Army duty at Ft. Leonard Wood, Mo. **JANET ELLSWORTH,** continuity staff, replaces him.

JOHN WOODS, WDEV Waterbury, Vt., to WTAG Worcester, Mass., as assistant day news director.

BERT CANNINGS, news director CKWX Vancouver, is in Korea to cover war for member stations of Canadian Assn. of Broadcasters.

CHET LONG, WBNS Columbus, Ohio, newscaster, received Treasury Dept.'s Award of Merit for his work in Independence Bond Drive.

APPOINT MARTIN

Heads Gannett News Bureau

PAUL MARTIN is the new chief of bureau of Gannett News Service, Washington, D. C., it was announced last week by Publisher Frank Gannett. The bureau serves six radio outlets of the Gannett Group as well as the 21 members of the group's newspapers.

A native of Fort Worth, Tex., Mr. Martin has been with Gannett's Washington bureau since 1947. As a former AP newsman, Mr. Martin was one of four men selected from the news association's bureaus in the nation to go to New York to help start the editorial end of AP's venture into the radio field when it set up its subsidiary Press Assn. Inc. in 1940. Mr. Martin succeeds A. Vernon Croop, who was called to Rochester to become managing-editor of the *Rochester* (N. Y.) *Times-Union.*

STRIKERS TUNED

KPRC Gives Official News

A PROLONGED Houston bus strike called into play the news services of KPRC Houston which also inaugurated a unique service for union members. At the suggestion of Pat Flaherty, station's news director, the outlet has become the official voice for the local CIO striking union, it was reported.

Daily announcements, transcribed by C. C. Stone of the local union, keep members informed of negotiations between their union and the Houston Transit Co. Mr. Stone, in commending the station for its cooperation, also congratulated KPRC for doing an "accurate and consistent job of presenting both sides of the strike question in a fair and impartial manner." Mr. Stone added that Local 260 members of the Transport Workers Union were warned against unauthorized statements and were asked "to stay tuned to KPRC for official news."

The strike, which 10 days ago had gone into its third week, was being covered completely by KPRC newsmen, it was noted. Remote broadcasts from Houston's City Hall kept tabs on negotiations from the Mayor's office and the Fact-Finding Committee, while relaying statements from both labor and management. City transportation was seriously disrupted by the walkout.

CAPITOL Records reports that Hollywood sales for the first nine months of this year have increased $1,163,972.

The stars of today and tomorrow are

Yours for more Sales

...with the *new era* in Thesaurus

Johnny Desmond stars on

"The Music of Manhattan"

with Hugo Winterhalter's Orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

COVERING WISCONSIN'S LARGEST MARKET

WTTN

The Nation's Richest Farm Market

Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.

WTTN WATERTOWN WISCONSIN

DECEMBER 4, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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9,679

That's the number of hard-selling SPOTV commercials that went winging their way to the eyes and ears of millions of viewers over these twelve TV stations last week.

This week the figure will be bigger, the number of viewers larger, the sales impact heavier.

Each week sees new records in the selling job which these TV stations perform for national advertisers.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV .....Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV.....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV .....San Antonio

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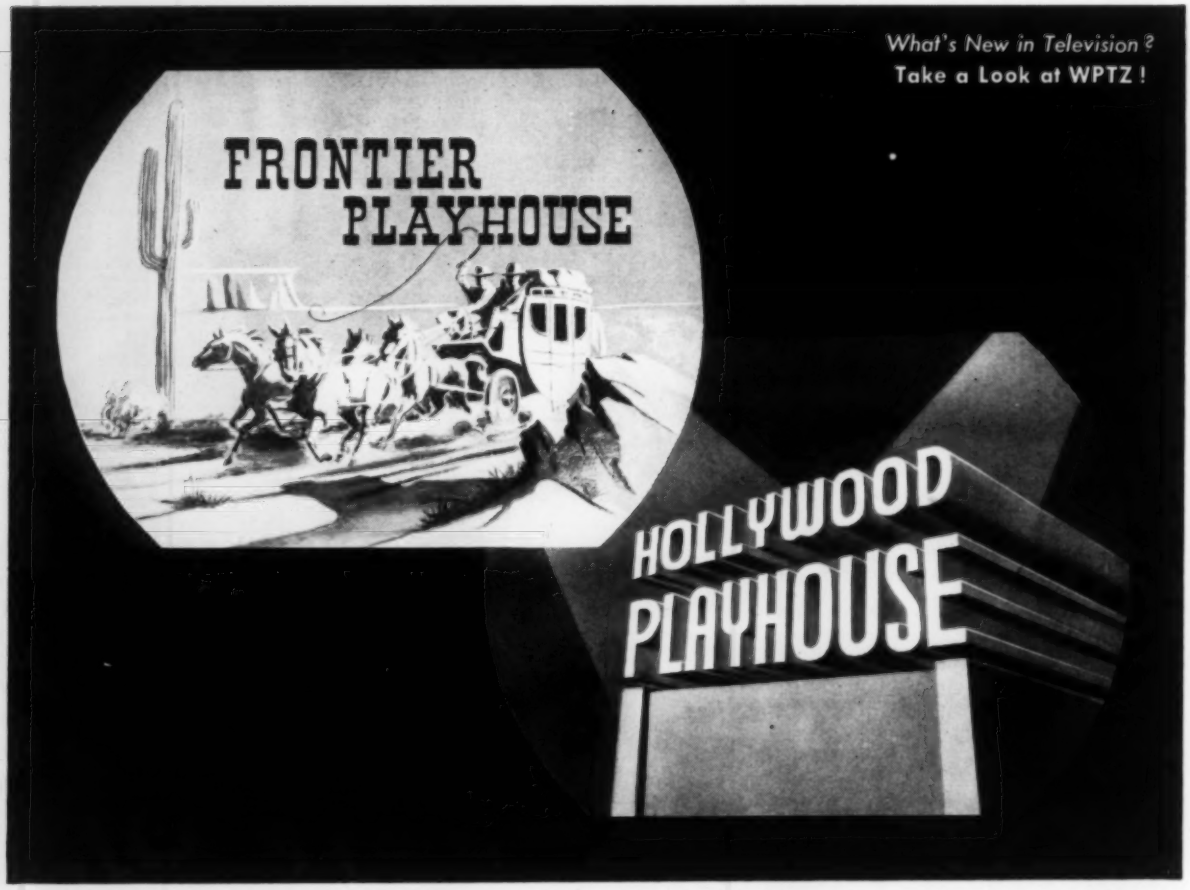

The Most Watched Playhouses in Television

Last March, you'll remember, we introduced "Hollywood Playhouse" to the Philadelphia television audience. In a few weeks the program was the highest rated across-the-board local or network daytime show in all television. Our six-for-one advertising plan met with favor among advertisers and availabilities became scarcer than halfbacks at Vassar.

Now WPTZ is scheduling a Saturday edition of "Hollywood Playhouse".

With "Hollywood Playhouse" being seen on Saturday, WPTZ can accommodate four more clients each week. It's the same show, same time, the same format that made television and advertising history. The only difference is that we believe our Saturday audience will be larger —if such a thing is possible.

As an added plus we are scheduling a matinee edition of our famous "Frontier Playhouse" program, the most popular across-the-board western feature in all television, immediately ahead of Saturday's "Hollywood Playhouse" This tandem scheduling of television's two most watched playhouses means increased sales for participation advertisers in the Philadelphia market.

Give us a call here at WPTZ—or contact your nearest NBC Spot Sales Representative—for full details on this double-barrelled package. The audience is large, the cost is low. It's the best buy in Philadelphia television.

Philco Television Broadcasting Corporation
1800 Architects Building Philadelphia 3, Penna.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | DECEMBER 4, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

ROADBLOCKS TO FREEZE LIFTING

Shortages Loom

(Chronology of Freeze, page 94)

By RUFUS CRATER

TELEVISION has passed one major barrier on the long road toward lifting of the freeze—FCC's color hearings—but is now confronted by others which may be equally troublesome and time-consuming and perhaps, like the color decision, also headed for the courts.

The most formidable roadblock is the raw materials shortage growing out of the nation's defense efforts. Civilian production cutbacks of the magnitude foreseen in some quarters could reduce FCC's lifting of the freeze, whenever it occurs, to the status of an academic technicality and leave the color decision in no better condition.

Whatever the production situation, there appears little likelihood that FCC can even nominally remove the freeze—already 26 months old—before about mid-1951.

In addition to the color hearings, which were completed last May and "decided" in October, FCC is now in the home stretch of its sessions on general TV allocations issues, and hopes to have them finished within a week.

Specific Allocations

Then will come — presumably after an interval permitting the Commission to make at least informal fundamental decisions—the final phase of the overall TV proceeding which was formally initiated on May 26, 1949. This is the hearing on specific allocations of VHF and UHF channels, city by city. In some respects it may be the most tedious hearing of the lot.

Applicants' and would-be applicants' preference for VHF channels presages a bitter allocations fight in all the major markets where FCC proposes to put UHF channels, particularly if UHF and VHF are intermixed. The most optimistic estimates envision at least a month of hearings on specific allocations.

FCC has not set the starting date for these sessions, but it probably will not be until January or February. Authorities point out that the Commissioners must first reach agreement—though not necessarily issue a formal decision immediately—on some of the fundamental issues of the current "general" hearing.

Co-and adjacent-channel separations, for instance, which were among the reasons for the freeze and the overall proceedings in the first place, must be determined with some certainty before any precise city-by-city allocation can be made and subjected to hearing. A new proposed allocation plan may have to be drawn up, on the basis of these fundamental decisions, before the allocations hearings can start.

Even if all the hearings are completed and all the decisions made by spring 1951, the Commission long ago assured the industry that there will be a grace period of one or two months for filing new applications before regular TV licensing is resumed.

After the grace period, authorities consider it inevitable that in most major markets the demand for VHF channels will exceed the supply—requiring hearings.

In communities where hearings had been completed but not decided before the freeze was imposed, additional proceedings probably will be in order—to bring engineering testimony up to date in the light of revised standards, and perhaps to survey other changes occurring since the pre-freeze hearings.

Added up, all this would indicate it will be at least 18 to 24 months before new TV stations begin coming on the air in any substantial number even if there is optimum production, which at this point seems a totally unwarranted assumption.

Long History

The overall TV proceeding actually dates back to June-July 1948, when hearings on a then-proposed new VHF allocation plan raised questions about the effects of tropospheric interference and corollary problems. Pending exploration of these problems and possible revision of engineering standards, FCC on Sept. 30, 1948, ordered the current freeze into effect, and subsequently set up the three-way hearing on color, "general" issues, and specific allocations.

A quick run-down of principal questions to be decided may give an indication of the amount of time FCC will need to reach the freeze-lifting point.

First, of course, is the usability of the UHF. RCA has challenged FCC's original estimates, and in turn has had its own estimates challenged, while Philco and DuMont feel the UHF can be used now, at least to a limited extent.

Tied in with this whole question is the thinking, evidenced several times in "hypothetical" questions posed by FCC Chairman Wayne Coy, that TV must ultimately abandon the VHF and operate in the UHF only.

If the UHF is to be opened now —and FCC has been on record since 1945 as holding that the VHF cannot accommodate a competitive nation-wide TV service, so that television must eventually find its home in the UHF—then a series of fundamental questions must be answered. Among these:

Should all 70 UHF channels be opened now, or only a portion (42) as FCC currently proposes? Should the 70 channels currently allocated to television in the UHF be curtailed by giving the 470-500 mc band (5 channels) to common car-

(Continued on page 94)

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JWT TOPS BILLINGS

Maxon Has Big Gain

By FLORENCE SMALL

J. WALTER THOMPSON Co., with television network billings of approximately $10 million, including cost of time, talent and production, ranked first again in a special year-end BROADCASTING • TELECASTING survey, which showed the 15 major advertising agencies registering gains.

Maxon Inc. made the most spectacular advance to place among the top three in billing. Figures, all approximate, are BROADCASTING • TELECASTING's estimates, based on an analysis of the video network business handled by each agency.

JWT leaped from a January-to-December total of $8 million in 1949 to its present figure of $10 million, while Young & Rubicam clung to second place with a $3.5 million increase to tally $8.5 million for 1950.

Maxon Inc., completely unrepresented among the leaders last year, skyrocketed out of its obscurity to an eminence of $7 million in 1950, to place third in TV network billing.

The Kudner Agency held the fourth spot this year with an expenditure of $6.5 million. Its 1949 figure was $5 million.

Top $5 Million

Lennen & Mitchell and Foote, Cone & Belding rounded out the list of agencies to register $5 million or more in 1950 billings, each totalling precisely that amount. Though L & M made its advance from a 1949 total of only $2 million, the accomplishment of FC&B was even more impressive. Last year that organization was unlisted in a compilation of agencies which had TV billings of $1 million or more.

Three agencies followed the leaders in a dead heat with equal outlays of $4 million. These included BBDO, William Esty Co., and McCann-Erickson. BBDO registered the most significant increase of the trio, gaining its present height after an unlisted status in 1949, similar to that of FC&B. William Esty had been tabulated last year at $3 million while McCann-Erickson spent $2 million in 1949.

Four agencies totalled more than $3 million but less than $4 million in 1950: Cunningham & Walsh, $3.5 million; Biow Co., $3.5 million; Ruthrauff & Ryan, $3 million, and Benton & Bowles, $3 million. Of the four, Biow and R & R were unlisted last year.

Kenyon & Eckhardt spent $2.3 million in 1950, while the William Weintraub Co. and Sherman & Marquette filled out the roll of those spending $2 million or more this year. Each totalled $2 million.

The relation between time and production costs in 1950 appeared to be heading toward a balance,

(Continued on page 91)

TBA's Television Clinic Program ● Waldorf-Astoria, New York ● Dec. 8

A.M

9:30—Registration of members and guests. **Corridor of Starlight Ballroom.**

10:00—Annual meeting of Television Broadcasters Assn. Inc. (open only to official representatives of TBA) **Palm Room.**

10:30—TBA TELEVISION CLINIC. Eugene S. Thomas, manager of video operations, WOR-TV New York, presiding. **Starlight Ballroom.**

I. PROGRAMMING
- A. The Daytime TV Audience; M. C. Watters, WCPO-TV Cincinnati.
- B. Network Problems; Sylvester L. (Pat) Weaver, NBC.
- C. Opportunities in Multi-Station Cities; Donald Thornburgh, WCAU-TV Philadelphia.
- D. Opportunities in Single-Station Cities; Donald Stewart, WDTV (TV) Pittsburgh.
- E. Steps Toward Reducing Expenses; G. Bennett Larson, WPIX (TV) New York.
- F. Catering to the Local Audience; John M. Outler Jr., WSB-TV Atlanta.

II. RESEARCH
- A. Recent Developments in Measuring the Television Audience and Its Response; E. Lawrence Deckinger, Biow Co.
- B. Demonstration of new automatic, instantaneous audience measurement device by C. E. Hooper, C. E. Hooper Inc.

III. QUESTION AND ANSWER PERIOD
(Adjournment at 12:30 p.m. for luncheon.)

P.M.

1:00—ANNUAL TBA LUNCHEON: J. R. Poppele, TBA president, toastmaster. **Starlight Ballroom.** Guest speaker: **Ed Wynn**—"Television as I See It." Also program of entertainment.

2:30—Reorganization meeting of new board of TBA. **Palm Room.**

2:45—TBA TELEVISION CLINIC. Eugene C. Thomas presiding.

I. TV STATION SALES
- A. Keeping the Sales Volume Ahead of Expenses; Lee B. Wailes, Ford Industry Co.
- B. Why One Food Advertiser Moved Into TV; Russell Glidden Partridge, United Fruit Co.

II. POSSIBILITIES OF EDUCATIONAL TELEVISION: Dr. A. G. Ruthven, president of U. of Michigan. Harry Bannister, WWJ-TV Detroit, will introduce Dr. Ruthven.

III. WHAT'S HAPPENING WITH ASCAP PER-PROGRAM NEGOTIATIONS: Dwight S. Martin, WLWT (TV) Cincinnati, chairman, TV Industry Per-Program Committee

IV. WHAT AN EXCESS PROFITS TAX WOULD MEAN TO TV BROADCASTERS; John A. Kennedy, WSAZ-TV Huntington, W. Va., chairman; TBA-Industry Excess Profits Tax Committee.

V. FILMS FOR TELEVISION
- A. Why We Use Films on WATV; Irving R. Rosenhaus, WATV (TV) Newark.
- B. Do Stations Want Films Tailored for TV?; Ralph Cohn, Columbia Pictures Corp.
- C. Role of Films in TV Network Programming; George Shupert, Paramount Television Productions.

VI. COLOR TELEVISION. Panel discussion—E. K. Jett, WMAR-TV Baltimore, representing broadcasters; Jack Barry, program producer, representing producers; Jimmy Jemail, inquiring reporter of *New York News*, representing the audience; Fay Emerson, representing talent.

5:30—Adjournment.

Advance TBA Clinic Registration

Abel, Jeffrey A., Henry J. Kaufman & Assoc., Washington; Akerberg, H. V., CBS, N. Y.; Balaban, Bert, Paramount TV Productions, N. Y.; Bear, Frank, DuMont Television, N. Y.; Becker, Harold, *Radio & Television News*, N. Y.; Brett, George W., The Katz Agency, N. Y.; Bryant, Howard, Paramount TV Productions, N. Y.; Codel, Edward, The Katz Agency, N. Y.; Cohn, Marcus, Cohn & Marks, Washington; Cramer, Leonard F., Allen B. DuMont Lab, Clifton, N. J.; Crotty, Burke, ABC, N. Y.; Daly, Arthur J., Peck Adv., N. Y.; DuMont, Dr. Allen B., DuMont Network, N. Y.; Emery, Kay, DuMont Television, N. Y., Emery, Bob, DuMont Television, N. Y.

Falk, Edwin A., Gale Bernays, Falk & Eisner, N. Y.; Fisher, Alexander, Commercial Radio-Sound Corp., N. Y.; Ford, Carlton D., E. I. DuPont de Nemours Co., Wilmington; Freedman, Ellis, Gale, Bernays, Falk & Eisner, N. Y.; Genock, Ted, Paramount TV; Goodwin, Bernard, Paramount TV, N. Y.; Heuser, Curt and Handy, Seymour WOR-TV New York; Halpern, N. L., Fabian Theatres Corp., N. Y.; Harvey, Miss Gwen, WTCN-TV, Minneapolis; Harvey, W. S., Harvey & Howe Productions, N. Y.; Hodgson, Richard, Paramount TV; Hooper, C. E., C. E. Hooper Inc., N. Y.; Hynes, Edward G. Jr., Trendex, N. Y.; Hutton, Robert L. Jr., Edward Petry & Co. Inc., N. Y.

Jett, E. K., WMAR-TV Baltimore; Jamieson, Robert, DuMont Network; Jackson, Hugh, N. Y. Better Business Bureau; Kane, James, CBS, N. Y.; Katz, Eugene and Kearney, Don L., The Katz Agency, N. Y.; Kellett, Donald S., WFIL-TV Philadelphia; Kenkel, Fred H., C. E. Hooper Inc., N. Y.; Lowman, Lawrence W., CBS, N. Y.; MacFarland, F. R., Long Lines Dept., A.T.&T., N. Y.; Madden, Edward D., NBC, N. Y.; Mahoney, Mary, Paramount TV, N. Y.; Maurer, Robert, Henry J. Kaufman & Assoc., Washington; Marks, Leonard H., Cohn & Marks, Washington; Morgan, Harold, ABC; Morris, Miss M., WOR-TV New York.

Ogle, George L. TV Programs Inc., N. Y.; Paskow, Nevin, Paramount TV; Poppele, J. R., WOR-TV N. Y.; Raibourn, Paul, Paramount TV; Rashbaum, Chris, Paramount TV; Reese, E. G., CBS; Richard, A. J., Paramount TV; Roberts, Edward, Jr., TV Programs Inc., N. Y., Rockefellow, Ralph, Paramount TV; Rogers, Robert B., Trendex, N. Y.; Ross, Wallace A., *Ross Reports On Television*, N. Y.; Sauer, Miss S., Gale, Bernays, Falk & Eisner, N. Y.; Schmidt III, Dan, George P. Hollingbery Co., N. Y.; Schooley, C. E., Long Lines Dept., AT&T, N. Y.; Shupert, George, Paramount TV; Smith, Carleton D., NBC, N. Y.; Steck, Jack, WFIL-TV Philadelphia; Storer, Geo. B. Jr., WAGA-TV Atlanta; Stowman, Kenneth, WFIL-TV Philadelphia; Streibert, Theodore C., General Teleradio Inc., N. Y.; Strieby, M. E., AT&T Co., N. Y.; Stronach, Alexander, ABC; Stewart, Donald, WDTV Pittsburgh; Thomas, Eugene S., General Teleradio Inc., N. Y.; Wallace, M. G., Long Lines Dept., AT&T Co., N. Y.; Wheeler, Clinton Jr., BBDO Inc., N. Y.; Wilder, H. C., WSYR-TV Syracuse, N. Y.; Weaver, Sylvester, NBC; Wood, Robert, CBS.

TBA's Officers & Directors

J. R. Poppele, President and Director; Ernest B. Loveman, V.P. and Director; Paul Raibourn, Asst. Sec.-Treas., Dir.; Will Baltin, Secretary-Treasurer; Dr. Allen B. DuMont, Director

Richard A. Borel, Director; George B. Storer, Director; Joseph A. McDonald, Director; Frank M. Russell, Director; Lawrence W. Lowman, Director

BRICKER PLAN

Wants Educational TV Probe

SEN. JOHN W. BRICKER (R-Ohio) asked Congress last Thursday to direct the FCC to make a study and investigation of the problem of setting aside TV channels in each state for "nonprofit educational programming" by educational institutions and report its findings to Congress.

Sen. Bricker's proposal was made in the form of a joint resolution in the Senate (S. J. Res. 208). The Senate Interstate & Foreign Commerce Committee, of which he is a member and to which the resolution was referred, has not scheduled hearings on the measure. A joint resolution must pass both the Senate and the House and must be signed by the President before it takes effect.

FCC In Hearing

FCC already has begun consideration of proposals for reservation of channels for noncommercial educational purposes as part of its general VHF-UHF allocation hearing (see story page 55).

It has been pointed out by Capitol Hill observers that the Bricker resolution would have to be considered in the light of what the Commission is already doing in the way of making a "study and investigation." The resolution follows:

Resolved by the Senate and House of Representatives . . . That the FCC is authorized and directed to make a full and complete study and investigation with respect to the problem of allocating at least one television frequency within each state for use by educational institutions for the purpose of nonprofit educational programming. The Commission is further directed to report to the Congress as soon as practicable the results of such study and investigation, together with its recommendations, if any, for necessary legislation."

EDUCATORS TAKE UP TORCH

For TV Channels

By LARRY CHRISTOPHER

EDUCATORS struck firm blows on two fronts last week—Capitol Hill and FCC—in their efforts to win reservation of TV channels for noncommercial, educational purposes "in the public necessity."

The vigor of their attack, on battlefields where commercial broadcasting's defense was conspicuous by its absence, indicated educators did not intend to be left out in the shuffle as they were in the history of AM.

● Before Congress—Sen. John W. Bricker (R-Ohio) introduced a Senate resolution calling for FCC to investigate reservation of TV channels for education and to report its findings to Congress (see story page 54). Under similar orders in 1935, it was pointed out, FCC recommended Congress not put into law a proposal that stations devote specific time to education and nonprofit causes.

Educators' Cause

● Before FCC — Commercial broadcasting, the Commission itself and the FCC staff were virtually taken to the woodshed as Comr. Frieda B. Hennock championed the educators' cause. It was judgment day for everyone. Judgment day concerning FCC's 1935 AM recommendation and things promised that hadn't transpired. But even education invited itself into the shed for a few lickings for not more aggressively pressing its claims through the years.

Meanwhile, outside the Commission's general TV allocation proceeding which now is considering whether to reserve TV channels for education, these developments occurred:

● An emergency education committee urgently solicited public contributions to build up a $25,000 war chest to fight the cause before FCC, "to protect one of our greatest cultural resources from almost total debasement."

MERLIN H. (Deac) AYLESWORTH (l), first president of NBC and now radio-TV consultant, shares views on educational TV with Brig. Gen. Telford Taylor, onetime FCC general counsel and counsel for the Joint Committee on Educational Television at FCC's current allocation proceeding. Mr. Aylesworth, appearing on his own behalf, favored reservation of TV channels for education if they would be effectively used.

● National Assembly for the Advancement of Public Relations, new noncommercial group, commended Comr. Hennock "for her stand in opposition to the revolting stupidity of most present commercial television programs" and hoped FCC "will give most sympathetic consideration to applications" for TV filed by "labor and education."

● Comr. Hennock took the educational TV problem to a national AM audience Tuesday night on ABC's *Town Meeting of the Air* (see story page 56).

The educators' plea for supporting funds was contained in a letter circulated Nov. 21 by the Joint Emergency Committee on Educational Television and the National Assn. of Educational Broadcasters. It was signed by Robert M. Hutchins, U. of Chicago chancellor; R. G. Gustavson, U. of Nebraska chancellor, and Homer P. Rainey, Stephens College president. It stated:

This emergency committee was formed in greatest haste to protect the national interest in securing the allocation of a fair proportion of television frequencies for educational purposes.

We are confronted by a crisis. The FCC has called hearings on these allocations beginning Nov. 27 instead of, as originally expected, some time in February or March 1951. If we do not act now, television will go the way of radio and this magnificent educational and cultural medium will be lost to the people irrevocably.

The facts are set forth in the enclosed memorandum. We have not a penny available at this writing. We urge you to read this memorandum and to respond as generously and as quickly as you can, remembering that we have only a few weeks in which to protect one of our greatest cultural resources from almost total debasement. (In a postscript checks were asked to be made payable to W. I. Griffith, NAEB treasurer, 25th floor, Municipal Bldg., New York.)

JCET Memorandum

The attached memorandum was under the name of the Joint Committee on Educational Television and outlined the issue before FCC. The memo pointed out the "basic purpose of traditional American preferential treatment of education is at stake." It said in part:

It is regrettable that the heads of our universities must now go hat in hand to a government agency to plead to have our cultural values recognized in the utilization of perhaps the most potent educational medium of our day. Over a period of nearly three decades, the FCC has shown extreme reluctance to make any decisions contrary to the immediate interests of the large commercial networks.

We have allowed radio to be despoiled. A large part of the present television service is used to show Grade B, C and Z moving pictures, with occasional interludes for commercials. We do not suggest any unfair restriction of free competition for product merchandising. We merely insist that universities and public service agencies devoted to the physical, mental and moral well-being of the population have a right to operate their own television facilities.

Singly, even the greatest universities are powerless before the legal onslaught of several billion dollars represented by NBC, CBS, MBS, ABC—the major manufacturers and merchandisers of our business economy. There need be no such conflict if all concerned will come to a temperate agreement. There is considerable danger that the commercial interests will demand and get the whole hog.

Long Witness List

Twenty-one witnesses were presented by the Joint Committee before FCC last week in addition to a comprehensive summary of the issue by Brig. Gen. Telford Taylor, JCET counsel and former FCC general counsel. The testimony was heard in part by all seven Commissioners with Chairman Wayne Coy presiding only Tuesday and Comrs. Rosel H. Hyde and Paul A. Walker acting as chairman at other times. Chairman Coy was absent Monday to meet with President Truman's Communications Policy Board (see story page 19).

All of the witnesses substantially supported JCET's earlier announced proposal on channel reservation, namely that one VHF channel be set aside in each metropolitan area and major educational center; where all VHFs already are assigned in such an area that FCC require existing stations to share an unspecified amount of time with educators; that approximately 20% of the UHF channels, yet to be allocated, be reserved for education [BROADCASTING ● TELECASTING, Nov. 27].

The hearing continues this week, beginning Tuesday, with JCET expected to present another dozen witnesses plus "eight or ten" visual presentations. It's hoped the hearing will be concluded this week, but

(Continued on page 96)

Cutting TV's Pattern . . . . . AN EDITORIAL

IGNORING, for the nonce, the possible effect of the war-time economy upon TV's future, the FCC now is in the throes of shaping the destiny of the visual radio art for us and our progeny.

It is winding up two years of study and hearings on allocations. Color was a detour, since color will be accommodated on those channels which are ultimately and finally allocated for black-and-white. The basic problem surrounds allocations and the standards that will be set to govern them.

As always, the underlying problem is the excruciating shortage of spectrum space. There are 12 VHF channels, which the FCC repeatedly has said are insufficient for competitive nationwide service. And there are the 42 UHF channels FCC proposes to open up and which, at this writing, are in suspended animation as to value and utility. They are inferior, it is said, to VHF both as to coverage and economy.

From the start it has been said that if more VHF channels, adjacent to the present band, could be opened, a more efficient and competitive service could be provided. Those channels are assigned to government—mainly the military. They have been assigned by a super-government board known as the Interdepartment Radio Advisory Committee. The assignments are made by the President, upon the committee's recommendation. The FCC—except for one vote—has had no voice in those allocations. It is a star chamber, rubber-stamp job.

Presumably because of security, it isn't made known the extent to which these channels actually are used by government, or whether they're simply "reserved." We're told reliably that they are being used militarily and that more of them may be needed.

There arises the question whether TV ultimately will have to move altogether from VHF to UHF. FCC Chairman Coy has repeatedly posed the question of eventual assignment of TV in a solid UHF band, all in one block. Presumably he has had in mind this move on a long-range basis—perhaps eight or ten years hence.

Before a national policy for TV is shaped, a basic allocations decision should be reached. Would it be possible to divert to TV another half-dozen or dozen VHF channels now assigned to government? If so, would there be sufficient space for a nation-wide competitive service, without undue interference?

If that isn't possible, should plans be made now for use of UHF as the TV haven, with a gradual transition involved?

There's too much involved to risk further allocations mistakes. Public and industry are entitled to the facts. A Communications Policy Board was named by the President more than a year ago to study government policy on communications. We assume that within its purview is the IRAC procedure of allocation by pre-emption. The board reports early next year.

War conditions, of course, may retard TV progress. But the allocations pattern is to be cut. Once that's done, it can't be re-cut without an upheaval in the fastest-moving art extant.

COLOR COURT CASE

Judges Begin Study

A THREE-JUDGE federal district court in Chicago last week commenced its deliberations on the RCA suit against FCC's adoption of CBS color television standards.

The judges began their study after the last of a series of supplementary briefs and affidavits had been filed by both sides during a 10-day filing period allowed when the court issued its temporary restraining order against the color decision [BROADCASTING ● TELECASTING, Nov. 20].

Final document was submitted Tuesday by RCA and its subsidiaries and co-plaintiff's, NBC and RCA Victor Distributing Corp., in answer to a brief filed the week before by the Commission and a memorandum filed by CBS [BROADCASTING ● TELECASTING, Nov. 27].

There was no further indication when the court may hand down a decision. During the Nov. 14-15 hearings Presiding Judge J. Earl Major made clear that the court needs time to consider the complex case and that a final decision would not come "today, or tomorrow, or in the right near future."

Pending further action of the court, the temporary restraining order halts the effectiveness of the color decision, which otherwise would have gone into effect Nov. 20. Seven manufacturers and other groups have joined sides with RCA in the suit, while CBS has intervened in behalf of the Commission.

RCA's Final Brief

RCA's final brief, an 80-page document filed through the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis, charged that there was "no policy reason" for FCC's denial of the compatible RCA color system; that the RCA color picture was "no reason for denial"; and that CBS has exhibited "fear of free public choice" while RCA has "faith in free public choice."

The brief covered these major points:

(1) A reply to FCC's charge that RCA is attempting a trial de novo or a rehash of all the proceedings which took place before the FCC in its color hearings, rather than simply a review of FCC's conclusion; (2) "A reply to the alleged basic findings, which are not supported by substantial evidence and do not support the [FCC] order"; (3) "A reply to the argument that the public should be denied compatible color"; (4) "A reply to the attempt to deny the clear, irreparable injury that will be suffered if an interlocutory injunction is not issued."

RCA described the CBS system as an "unready" one.

It charged FCC's decision conflicts with the report of the Condon Committee on color television and with the RCA progress reports on its own system.

Although RCA reportedly wants to bring witnesses into court to testify against FCC's findings, RCA said this should not be construed as a trial *de novo*, but is merely a means to "compel the Commission to take account of those facts which it had a duty to consider."

These facts, RCA said, must be brought to the court's attention "in one way or another."

RCA charged the CBS memorandum "is full of fear of the judicial review," and that "the Commission's avowed disregard of pertinent material is by itself enough to void the order" approving CBS color.

Cite 'Experts'

The brief said "CBS has been able to find only one independent expert who made any adverse comment on RCA's color fidelity in 1950," and that he qualified his statement by saying he believed the difference was "temporary and not fundamental."

Donald Fink, identified as an independent expert and a member of the Condon Committee, was reported to have said in April 1950, after he was shown the tri-color tube of RCA, that the "complexity" of the RCA system, to which he had referred in 1949, "had been eliminated with introduction of receivers using that tube."

Further, RCA claimed, "there is no evidence in the record to show that RCA color transmission equipment raised any problem of complexity in actual operation and none was cited by the defendants or by CBS."

RCA admitted its system, with its use of a sampling technique, is "to a very limited extent, susceptible to certain kinds of interference." The brief said there is nothing other than "a theoretical objection" on the record, and pointed out that the RCA system, contrary to the FCC claim, "can and has been networked successfully."

Regarding FCC's assertion that insufficient field testing was conducted on the system, RCA contended "the record is replete with testimony and exhibits with respect to extensive field tests."

Compatibility Problem

RCA said it "held to its goal of compatibility because compatibility is of first importance to color itself." RCA believes the problems of color "are those which should be solved in the laboratory," the brief asserted.

Reiterating its protest against adoption of an incompatible system, RCA claimed "the Commission . . . has neither the right nor the power to deprive the public of commercial broadcasts of the RCA system." The "real" meaning of the argument against approval of the RCA system is that "neither the defendants (FCC) nor CBS have confidence in the CBS system."

CBS wants "sufficient public investment in its inferior, incompatible color television system . . . to set up a roadblock against the adoption of superior, compatible, high definition, all-electronic color television system, such as that of RCA," the brief charged.

"Even if the court does not hold the (FCC) order invalid in its entirety," RCA suggested, "the court should . . . hold . . . it invalid insofar as it denies the public the right to receive the RCA color television system as well as the CBS system."

RCA Showings

RCA WILL DEMONSTRATE its compatible color TV system in approximately two weeks of showings—largely to its licensees — starting Tuesday (Dec. 5). Featuring improved equipment, including advanced models of the RCA tri-color picture tube, the demonstrations will be held at the NBC studios in Washington and will consist of three showings a day.

EDUCATION ISSUE

Hennock, Dichter Debate

PROPOSAL that advertisers and educators form an "overall organization to exert moral control" and "improve those TV programs already reaching the public," made by Dr. Ernest Ditcher, business and advertising consultant for radio and TV sponsors, was met with adamant disapproval by Frieda B. Hennock, FCC Commissioner, last week on ABC's *Town Hall Meeting of the Air* (9-9:30 p.m. Tuesday). Subject under discussion at the meeting was "Who Should Be Responsible for Education on Television."

Replying to Dr. Dichter's suggestion, Miss Hennock emphasized that the "educators don't want crumbs"; that "they want their own TV stations" and they don't want "a good swift kicking around" by the advertisers.

Miss Hennock left no doubt in the listeners' minds as to whose cause she was championing in the debate. She insisted: "Television can be put to better use as an electronic blackboard rather than an electronic billboard bringing roadside advertising messages into the home."

"I do not think our commercial broadcasters ever have accepted, or ever will accept the fulltime responsibility for educating our listening and viewing public," she said.

Explaining why comedians are so popular, she told the audience that the degree of choice today in radio and television between education and entertainment is negligible. But her answer to the question, "Could the FCC require commercial stations to turn over a number of hours to education?" was "Yes, I suppose they could, but we haven't considered that yet."

Miss Hennock concluded: "Our educators hold the key to the future of America. They are qualified to determine whether we will be a better informed, better educated society in an expanding democracy, or whether we will be a nation of household gadgets, $50,000 jackpots, and home libraries stacked with comic books. Making television channels available for colleges, universities, municipalities, and public school systems is putting the responsibility for education on television in the hands it belongs . . ."

Dichter's Views

Dr. Dichter, taking his position on the side of the commercial broadcasters, challenged "the right of educators to usurp this title exclusively" and accused them of failing to build up a sizable audience" because of four major kinks in their professional armour"—arrogance, autocracy, superficiality, and isolationism.

He said that education is surrounded by puritanical duty concepts and that most educators insist that their messages be accepted on their terms. He asserted further that educational methods are concentrated on interesting but useless information, rather than "realistic techniques of living and insight." Because educators draw "sharp dividing lines between education and fun" education has become an assignment rather than a choice for the public.

Urging the educators and the advertising people to join forces, Dr. Dichter said: "Education through mass media has to be brought to people in a format which is psychologically accessible and comprehensive to them." He cited *The Goldbergs*, *Hopalong Cassidy*, and others like them, as programs which fulfill some basic needs of their listeners. He said, "it is time for the educator to shed his dignity and arrogance, and for the TV practitioner to rid himself of his fear and his ridicule of the impractical long hairs."

Dr. Dichter said it is necessary for both parties to get together "to give people the help in adjusting to the chaos of modern life, which all of us so sorely need." If this happens, "they will have made TV a commercially profitable and culturally beneficial medium — two values which have to go together in a socially conscious free enterprise system."

XUM

For TV Stations—Television's First Complete PROGRAM-TO-PROFIT PLAN

NBC-TV

film features

for Television Programming

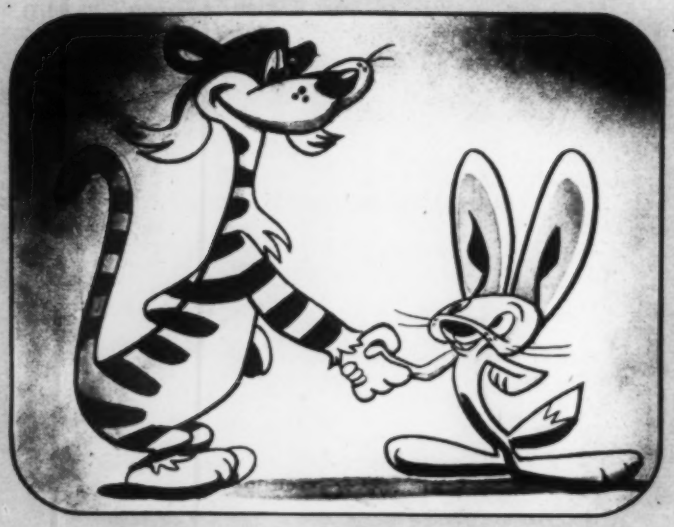
- provides top TV programs on film at low cost
- works with stations to sell sponsors
- helps stations build bigger audiences

A policy of profit to the station . . . . guid

This new NBC TV Film Program Plan is based on the belief that its success is closely tied in with the success of stations in using its Films. These 12 Points of the Plan tell the whole story — an important profit story every TV station manager will want to read.

1. The Plan will include only top quality films—top in subject and story interest, in direction and production.
2. These TV Programs-on-Film will be selected as carefully as films on the NBC TV Network and NBC's own TV stations.
3. The Programs will provide stations the widest possible range of programming—cartoons, musicals, situation comedies, personalities.
4. They will enable stations to appeal to all audience groups—women, children, men, family units.
5. The Programs are especially selected for their appeal to *sponsors* and their ability to do a selling job for the sponsor.
6. The Programs will be priced for ready sale by stations—and for profit to stations.
7. The Programs, being readily saleable, will help sell station facilities.

Here are two of the first four f m o



CRUSADER RABBIT. The adventures, in cartoon, of a dauntless Rabbit with a crusading spirit — and his comrade-in-arms Rags, the Tiger. In their battling for various zany causes, they get involved in the most harrowing and amusing situations.

Ready now are 130 episodes of 4 minutes each. Each episode ends on a cliff-hanging note—making the program ideal for a 5-minute 5-a-week strip. Appeal is principally to children —but grown-ups can't resist Crusader Rabbit. Also he will go crusading (successfully as always) for his sponsor.

XUM

guides the NBC TV FILM PROGRAM PLAN

SALES CO-OPERATION FROM NBC

3. The NBC Film Department will provide stations with hard-hitting sales material to help sell the programs—fast. Included will be descriptive, illustrated folders of the shows — direct mail letters — pictures — publicity — ad mats —and a Sales Bulletin.
9. NBC will put the full power of trade paper advertising behind these Programs.
10. In special instances, NBC will send a sales representative to the station city, to work with station salesmen in making the sales.
11. NBC stations will build audiences for its TV Film Programs. Each program will be provided with its own complete, specially written audience building kit.
12. Each kit will comprise slides, balop prints, ad mats, publicity stories, pictures and merchandising ideas.

It adds up to this: The NBC TV Film Program Plan not only delivers the Programs — but helps actively to sell them and to build audiences for them. It is the first and only *Program-to-Profit* Plan in Television.

ur film offerings *for the other two, turn the page*

JACKSON & JILL. Here is situation comedy—or rather, comedy of errors—at its best. It presents the misadventures of "Television's Most Lovable Newlyweds" — Jackson Jones and his pretty wife Jill. Filled with problems, frustrations, mix-ups, laughs and a happy ending.

Jill is played by Helen Chapman and Jackson by Tod Karnes, both of Hollywood—and the casting is perfect. Available now are 13 programs each a great 30 minute show. Will appeal to any man or woman who was ever married—or single. Some sponsor will snap this one up.

XUM

and here are the other two programs now available in the NBC PLAN

VARIETY MUSICALES. A unique series of 100 musical interludes—running about 3 minutes each—ranging the entire gamut of musical entertainment. From popular to classical—from Latin to Hawaiian—from harp and piano duets to vocals.

Produced in England and featuring unusually gifted talent, these 100 program spots were selected from among nearly 1000 subjects and are tops for tunefulness, showmanship, production and general appeal.

The series may be leased on a yearly basis and used as desired for maximum programming value.

GOING PLACES WITH UNCLE GEORGE. Ghost towns of the Golden West—Switzerland and skiing — Africa of the headhunters — the Lands of Columbus—Uncle George goes everywhere and takes the kids (and grown-ups) with him.

Here's a series of 26 programs — 10 minutes each — built on an adventure-explorer format which is educational in an entertaining and exciting way. And Uncle George (Hollywood's Dick Elliott) is just the man to do it.

Produced for the younger audience, this program series will have wider appeal—including a sponsor.

write, wire or phone now—for full details and prices

NBC-TV film department

30 Rockefeller Plaza, New York City

NETWORK SALES Gross Tops $20 Million in 1950

NATIONAL advertisers during the first nine months of 1950 purchased more than $20 million worth of time (at gross rates) on three TV networks—ABC, CBS and NBC—according to figures compiled by Publishers Information Bureau.

Although the freeze on the construction of new video stations continued through the year, these expenditures were more than three times the $6,461,492 spent for network time on all four TV networks—DuMont figures were reported in 1949 but not this year—during the same period of last year, representing an increase of 221.5%, to be exact. For September alone, the 1950 month's gross TV network time sales totaled $3,516,897, up 225.6% from the $991,262 gross for September 1949.

Comparable increases in the use of television for advertising purposes occurred in the spot and local use of this medium, according to data collected by N. C. Rorabaugh Co. from the nation's TV stations. These compilations do not report on the expenditures of advertisers for video time but they do show that the number of advertisers sponsoring spot video campaigns increased from 337 in September 1949 to 801 in that month of 1950, a gain of 183.2%.

Local Gains

Local video advertisers during the same year interval increased from 1,141 to 2,903, a gain of 154.4%. Network TV sponsors numbered 59 in September 1949 and 126 in the same month of 1950, an increase of 113.6%.

How spectacularly TV advertising has grown is shown even more clearly when the September figures for this year are contrasted with those for September 1948, when there were 21 network advertisers, 119 spot and 236 local users of TV time. Percentage increases over the two-year span were 500.0% for network, 573.1% for spot and 1,130.1% for local TV advertisers (see Table 1).

Ford Motor Co. is the top purchaser of TV network time for the first nine months of 1950, spending $1,388,509 (before discounts) for time, according to BROADCASTING • TELECASTING's calculations from the PIB reports on time expenditures for individual programs. R. J. Reynolds Tobacco Co. ranked second with network time purchases of $1,069,925, only other video network account to top the million-dollar mark for the nine-month period. Top 10 TV network advertisers for September 1950 and for the nine-month period, and their expenditures for time, are shown in Table 2.

JWT Leads

Leading advertising agency in standpoint of TV network time purchases for the January-September period of this year is J. Walter Thompson Co., which bought $2,327,972 worth of network time at gross rates for its video clients, according to BROADCASTING • TELECASTING's compilation of PIB data. Three other agencies also showed expenditures for TV network time in excess of $1 million during this nine-month period: Young & Rubicam, with gross time purchases of $1,649,106; William Esty Co., with $1,252,085, and Kudner Agency with $1,051,704. Top 10 video network time users among agencies are listed in Table 3.

Smoking Materials — cigarettes, lighters, pipe tobaccos—was the leading class of product advertised on the three TV networks during the first three-quarters of 1950, with gross time purchases of $3,794,056. Foods ranked second, using $3,232,607 worth of video network time and Automotive Products third, with $2,986,938. Full product class breakdown, with September 1950 and the nine-month period of this year compared to the same month and period of 1949, is shown in Table 4.

TABLE 1

TV ADVERTISERS IN SEPTEMBER 1948, 1949 AND 1950*

	Reporting Markets	Reporting Stations	No. of Advertisers Network	Spot	Local Retail	Total
Sept. '48	19	32	21	119	236	376
Sept. '49	43	76	59	337	1,141	1,537
Sept. '50	59	100	126	801	2,903	3,830

* SOURCE: Rorabaugh Report on TV Advertising

* * *

TABLE 2

TOP TEN TV NETWORK* ADVERTISERS IN SEPTEMBER 1950

1. Ford Motor Co.	$189,790
2. P. Lorillard Co.	147,277
3. National Dairy Products Co.	134,232
4. Anchor-Hocking Glass Corp.	125,720
5. Colgate-Palmolive-Peet Co.	103,755
6. Philco Corp.	97,043
7. R. J. Reynolds Tobacco Co.	96,110
8. RCA	94,094
9. American Tobacco Co.	92,758
10. General Foods Corp.	91,090

TOP TEN TV NETWORK* ADVERTISERS JANUARY-SEPTEMBER 1950

1. Ford Motor Co.	$1,388,509
2. R. J. Reynolds Tobacco Co.	1,069,925
3. P. Lorillard Co.	974,866
4. National Dairy Products Co.	933,847
5. General Motors Corp.	651,054
6. Liggett & Myers Tobacco Co.	647,490
7. RCA	630,015
8. General Foods Corp.	597,251
9. Philco Corp.	558,568
10. American Tobacco Co.	516,771

* ABC, CBS and NBC TV networks, DuMont not reporting.

SOURCE: Publishers Information Bureau.

* * *

TABLE 3

TOP TEN AGENCIES IN TV NETWORK* TIME PURCHASES DURING JANUARY-SEPTEMBER 1950

1. J. Walter Thompson Co.	$2,327,972
2. Young & Rubicam	1,649,106
3. William Esty Co.	1,252,085
4. Kudner Agency	1,051,704
5. McCann-Erickson	919,507
6. Lennen & Mitchell	883,018
7. Kenyon & Eckhardt	760,819
8. BBDO	743,692
9. Maxon	718,332
10. Cunningham & Walsh	647,490

* ABC, CBS and NBC TV networks, DuMont not reporting.

SOURCE: Publishers Information Bureau.

* * *

TABLE 4

GROSS TV NET WORK TIME SALES FOR SEPTEMBER AND JANUARY-SEPTEMBER 1950*, COMPARED TO 1949 BY PRODUCT GROUPS

Product Group	Sept. 1950	Jan.-Sept. 1950	Sept. 1949	Jan.-Sept. 1949
Apparel	$107,353	$ 516,244	$9,020	$171,579
Automotive & Access.	386,552	2,986,938	69,988	539,948
Beer, Wine & Liquor	66,031	798,384	6,326	108,144
Bldg. Materials	29,180	43,830	.....	.....
Confectionery & Soft Drinks	166,007	866,494	15,366	58,188
Consumer Services	32,385	198,545	....	23,795
Drugs & Remedies	30,885	165,495	31,950	96,600
Food & Food Products	639,303	3,232,607	90,184	598,056
Gasoline, Lubricants & Other Fuels	149,248	787,438	35,479	341,797
Horticulture	.....	1,140	.....	.....
Household Equip. & Supplies	249,078	1,183,886	33,910	317,850
Household Furnishings	228,175	1,279,551	69,350	342,800
Industrial Materials	130,520	476,757	.....	.....
Jewelry	42,395	85,691	1,348	12,223
Office Equip. Stationery & Writing Supplies	13,230	13,230	3,040	3,040
Publishing & Media	.....	152,401	24,998	110,267
Radios, TV sets, Phonographs, Musical Instruments & Access.	317,650	1,943,618	178,582	1,260,669
Retail Stores & Direct Mail	14,675	19,696	....	.....
Smoking Materials	484,223	3,794,056	193,944	1,346,810
Soaps, Cleansers & Polishes	66,075	276,945	14,520	53,400
Sporting Goods & Toys	14,670	14,670	9,680	35,345
Toiletries & Toilet Goods	348,182	1,942,395	31,950	96,600
Miscellaneous	1,080	100,804	.....	.....
Total	$3,516,897	$20,880,815	$991,262	$6,461,492

* ABC, CBS and NBC TV network figures, DuMont not reporting.

SOURCE: Publishers Information Bureau.

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations Offers the Following
TV FILM PACKAGES
26 MAJOR COMPANY FEATURE PROGRAMS
with such stars as
Barbara STANWYCK
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39 TOP WESTERNS
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Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 82,544 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH this is why KRLD AM-FM-TV Channel 4 is your best buy

TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Rorabaugh Reports On October

(Report 140)

TELEVISION advertising in October fell into the swing of fall business with a rush, increasing 17.7% in total advertisers over September and hitting new all-time highs in the number of network, spot and local users of the medium. There were 4,509 firms placing TV business during October, according to the latest *Rorabaugh Report on Television Advertising.*

Largest percentage gain was made in the network field which had 158 advertisers in October. This was a gain of 25.4% over September's 126. Spot gained 12.6% in total advertisers and recorded 902 in October. Locally there were 3,449 firms placing business, up 18.8% from September.

Network figures in the Rorabaugh reports cover the entire month and are reported by the networks' headquarters. Spot and local figures are furnished by the various stations and cover the week Oct. 1-7. There are six stations which are not included in the spot and local figures.

From October 1949 the total number of television advertisers has increased 138.4%, going from 1,891 to its present 4,509. Network advertisers over the period gained 107.9% while spot increased 166.1% and local business jumped 143.6%.

With 158 network advertisers during October, there were 197 accounts. (The sponsor of any given program is considered an "account." An advertiser sponsoring more than one show is counted for each one.) In the number of accounts shown CBS-TV took top honors with 71. NBC-TV had 68, ABC-TV 39 and DuMont 19.

In number of stations used, Philco Corp. was shown as the largest network advertiser during October. The firm bought 60 NBC-TV stations for its hour-long *Philco TV Playhouse* every Sunday night. In second place for number of stations bought was RCA which placed *Kukla, Fran & Ollie* on 57 NBC-TV stations for a half-hour on Monday and Friday evenings. There were 18 accounts which reportedly bought 50 or more stations for their network programs.

In the spot field, the largest advertiser in number of stations purchased was O'Cedar Corp. which placed its schedule on 79 outlets. Second place account was Pontiac Motor Div. of General Motors. The firm had spot business on 74 stations. Bulova Watch Co. had the third largest number of stations on its schedule—72. There were 15 accounts which reportedly

(Continued on page 90)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	2	10	12
2. Apparel, Footwear & Access.	9	37	210	256
3. Automotive, Automotive Equip. & Access.	17	18	396	431
4. Beer & Wine	7	133	65	205
5. Building Material, Equip. & Fixtures	..	3	120	123
6. Confectionery & Soft Drinks	17	88	66	171
7. Consumer Service	1	12	227	240
8. Construction & Contractors	..	..	14	14
9. Drugs & Remedies	4	26	31	61
10. Entertainment & Amusements	..	..	62	62
11. Food & Food Products	28	259	562	849
12. Gasoline, Lubricants & Other Fuels	7	22	48	77
13. Horticulture	..	1	12	13
14. Household Furnishings, Equip. & Supplies	18	84	614	716
15. Industrial Materials	1	5	24	30
16. Insurance, Banking & Real Estate	2	6	165	173
17. Jewelry, Optical Goods & Cameras	4	18	79	101
18. Office Equipment & Supplies	..	3	21	24
19. Publishing & Media	..	15	30	45
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	10	13	230	253
21. Retail Stores & Shops	..	2	214	216
22. Smoking Materials	9	24	9	42
23. Soaps, Cleansers & Polishes	7	43	7	57
24. Sporting Goods & Toys	2	5	38	45
25. Toiletries	14	44	17	75
26. Transportation, Travel & Resorts	..	22	13	35
27. Miscellaneous	3	17	165	185
TOTAL	158*	902	3,449	4,509*

*Excludes two network accounts which appear in both classification 6 and 11.

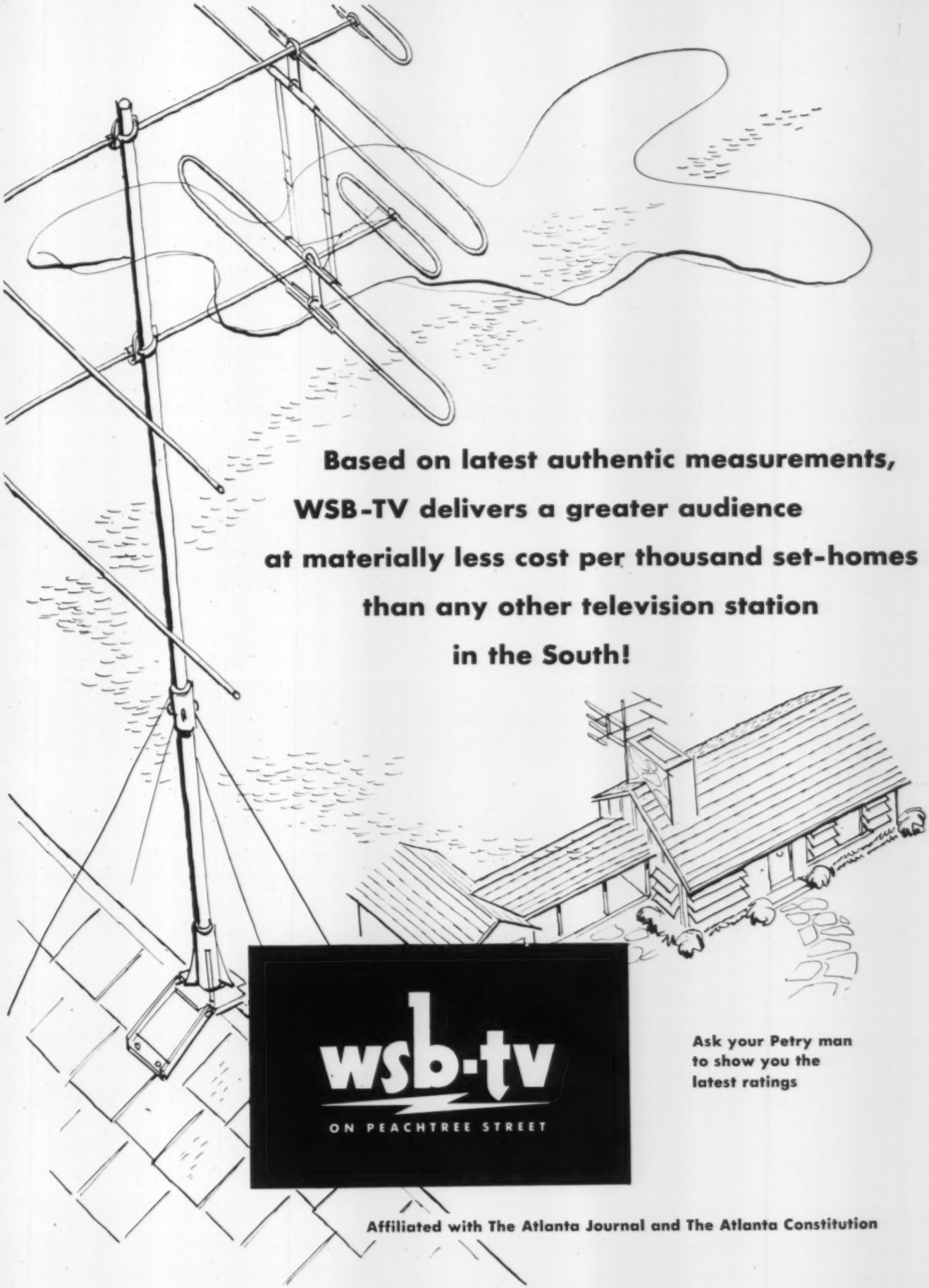
* * *

Weekly Television Summary—December 4, 1950, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	26,258
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	11,340
Boston	WBZ-TV, WNAC-TV	580,235
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	209,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	114,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	140,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	355,504
Erie	WICU	41,350
Ft. Forth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	82,972
Greensboro	WFMY-TV	30,508
Houston	KPRC-TV	52,103
Huntington-Charleston	WSAZ-TV	29,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	45,025
Kalamazoo-Battle Creek	WKZO-TV	53,589
Kansas City	WDAF-TV	73,565
Lancaster	WGAL-TV	68,474
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	796,865
Louisville	WAVE-TV, WHAS-TV	60,250
Memphis	WMCT	60,176
Miami	WTVJ	42,500
Milwaukee	WTMJ-TV	176,989
Minn.-St. Paul	KSTP-TV, WTCN-TV	163,600
Nashville	WSM-TV	12,600
New Haven	WNHC-TV	109,700
New Orleans	WDSU-TV	41,853
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,720,000
Newark	WATV	Inc. in N. Y. Estimate
Norfolk	WTAR-TV	39,960
Oklahoma City	WKY-TV	54,633
Omaha	KMTV, WOW-TV	48,509
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	17,400
Pittsburgh	WDTV	160,000
Providence	WJAR-TV	95,560
Richmond	WTVR	47,363
Rochester	WHAM-TV	56,205
Rock Island	WHBF-TV	27,962
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	31,500
San Antonio	KEYL, WOAI-TV	33,651
San Diego	KFMB-TV	64,000
San Francisco	KGO-TV, KPIX, KRON-TV	114,684
Schenectady Albany-Troy	WRGB	116,100
Seattle	KING-TV	50,100
St. Louis	KSD-TV	206,500
Syracuse	WHEN, WSYR-TV	80,923
Toledo	WSPD-TV	57,000
Tulsa	KOTV	48,150
Utica-Rome	WKTV	27,900
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	188,585
Wilmington	WDEL-TV	50,063

Total Markets on Air 63 — Stations on Air 107 — Estimated total Sets in Use 9,155,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.


Based on latest authentic measurements,
WSB-TV delivers a greater audience
at materially less cost per thousand set-homes
than any other television station
in the South!
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to show you the
latest ratings
Affiliated with The Atlanta Journal and The Atlanta Constitution

Video Graphics •

• • • What Are Best Colors, Materials

IF YOU'RE telecasting a five-star general and the yellow in one of his decorations shows up as if illuminated by a small electric bulb, his presence may well cast a humorous reflection on an otherwise austere occasion to the embarrassment of all.

Not so amusing is the lighted match which looks like an atomic explosion on television.

The industry may take heart, however, in the knowledge that, while video lighting probably has not kept pace with other facets of the burgeoning electronics giant, the Dept. of Army is conducting some basic research into these troublesome problems.

The Army's Program Review & Analysis Division has been looking into the reproduction of various colors in black-and-white transmission—the problems, methods and materials, and personnel requirements and show techniques—and has come up with a Graphics Report which throws considerable light on a "gray" subject.

While the report is designed primarily as a training aid, it may well have widespread applications throughout the industry. The report was compiled by Charles de M. Barnes, civilian chief of the Presentation Section, with reserve rank of major, at the request of the Army's Training Aid Section G-3. NBC-WNBW (TV) Washington and New York personnel furnished assistance and data, as did other groups.

"Television cameras today are trained on persons, backgrounds and objects that are colored," the report notes after dismissing the early possibility of commercial color television. "The first problem is to establish what can be expected from the colors of everyday life when they are submitted to the camera for telecast. Like photography, television has a few idiosyncrasies of its own. . . . It should be understood that all colors do not reproduce on television in tones of gray with the same tonal value to which the eye is accustomed."

* * *

DURING graphics experiments at Sands Point, Long Island, N. Y., Mr. Barnes noted that pure black leaves a "ghost," or a lighter duplicate of the image alongside, and recommended that black and white in their pure form be avoided in the preparation of graphics for telecasting. The most satisfactory tones have been grays, he adds, advocating what he calls "controlled gray."

Using black and white water colors, the report takes five shades of gray, ranging between "very light" and "very dark," mixed from set proportions (see table I).

TABLE I

No. 1 Gray (very light)	55 parts white to	3 parts black
No. 2 Gray (gradually darker)	35 "	"
No. 3 Gray (" ")	20 "	"
No. 4 Gray (" ")	10 "	"
No. 5 Gray (very dark)	6 "	"

In further tests, it was noted the grays appear lighter if surrounded by black and white. There was no indication of a "ghost" after any of the tones.

Transmission of color for monochrome reception—another phase of the Barnes study—presents numerous problems, the report concedes, as it delves into the relationship of colors to the five basic grays based on extensive work by RCA in New York.

Taking six colors—red, orange, chrome yellow, green, blue and purple—and tracing the tints in five steps with use of cold water paints, the report concludes that colors have better gray values than grays achieved from straight black and white mixtures.

Some specific conclusions drawn:

● *Red* becomes black when photographed. On television it turns a dark gray.

● *Blue* generally goes pale or washes out completely in photography, assuming no filters are used. When telecast it is as dark as red in the first step and becomes gradually lighter until it becomes a No. 2 gray (two steps from becoming a white).

● *Chrome yellow* evolves as a No. 3 gray, and following steps blend all the way out into No. 2 grays.

● *Green* prior to mixing with white is a No. 5 or very dark gray and gradually goes through the scale to a No. 2 gray. Tones achieved with green are very soft and "seem much more satisfactory than just grays mixed from black and white."

● *Purple* has "wonderful qualities" of black in the No. 5 gray, and gives "nice" No. 1 and 2 grays.

The report adds the reservation that conclusions are subject to change when these colors are mixed from pigments put out by different manufacturers, and different TV cameras will have their "corrective" effects, too.

NBC uses a soft olive green background on many advertising and announcement cards. "Yellow can look very brilliant . . . purple very black and it can be deduced that better gray effects can be achieved from colors rather than straight mixtures of black and white grays."

A portion of the text also is devoted to lettering with four suggestions put forth. Lettering should be (1) appropriate to the subject; (2) good type; (3) not too small, too crowded or too open faced; (4) and complicated background designs should be avoided.

* * *

MR. BARNES suggests that for a telecast of early American battles against the British, a "nice clean Old English would be good," while, on the other hand, Gothic lettering would be better for a telecast on modern weapons.

"Care should be taken to use nothing but the best lettering on a card to be telecast," he emphasizes. "Amateurish lettering is quickly recognized and seldom achieves its objective."

A title can be reproduced on a 2" by 2" slide for super imposition on a picture or a moving picture going out over another camera (table II).

With respect to use of models or miniatures, RCA recommends that a ratio of three to four times larger than an average screen (12½ inch tube) be adhered to "for more effective shots."

TABLE II

Art Work Dimensions

Type	Size	Copy Area
Flip Cards	11 x 14	7 x 9½
Display Cards	20 x 30	15 x 20
Display Cards	30 x 40	22 x 30
M'ch'ical Crawl	7½ x 10	6 x 8

Note—It is advisable to leave plenty of space all around the text or art work. Small margins will generally result in possible "shooting over" or, in other words, showing the edge of the card. Text can be made with a hot press or clear acetate and superimposed on appropriate background. Both are recommended for clean appearance.

The best size for use of slides on television is 2" by 2" embracing 33mm inserted between two pieces of glass which are bound together. Actual aparture is 23mm by 33mm. Slides 3¼" by 1⅛" with a usable space of 2¾" by 3½" are "not very satisfactory, because they show too much contrast at the reception," according to Mr. Barnes.

A section on "mechanical devices" touches on such items as the drum or crawl, turntable, mechanical books, slotted box, and flip boards—all usable to display articles or text.

* * *

THE Army Dept. feels that the application of information detailed in the report could be extended to cover such subjects as aircraft identification, air-raid warden training, security, evacuation of cities, riot duty, first aid, atomic warfare, radar defense procedures, and defense against chemical and bacteriological warfare.

Of immediate import, the Army notes that television screens could be installed in messhalls, recreation centers, barracks, study rooms and other quarters.

"Close teamwork and cooperation must exist between the engineers responsible for putting (training) shows on the air and the program director who plans and directs the program if any degree of quality is to be achieved," Mr. Barnes feels.

Meanwhile, the Army is preparing some 35mm film slides which will serve as division insignia. They will be distributed to television stations throughout the country. The slides are expected to incorporate some of the improvements over cards used originally by the service during its 26-week experimental video version of the *Armed Forces Hour* on NBC-TV earlier this year.

In preparing the report Mr. Barnes had the assistance of Maj. Robert Keim, USAF, Defense Dept.'s Radio-TV branch, and Lt. Benjamin Greenberg, USN. Contacts were made with NBC New York's Art Dept. and NBC Washington, as well as with officers of the Naval Photographic Center, the Navy's television unit and the Army Signal Corps.

DON GOOD Inc., S. Pasadena, Calif., produces five new TV products: Tele-pass (TV high pass filter), two variable Teletraps and two variable TVI traps (one high and one low band).

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

Four years, Cornell University
Two years, Fidelity & Casualty Co. of N.Y.
Three years, Phelps Dodge Copper Products Corp.
Three years, U. S. Navy
Free & Peters (New York Office) since June, 1946

From AM to TV!—

ROBERT J. McNAMARA!

(Another F & P TELEVISION Specialist)

After a man has graduated from college and put in two years doing surveys of large commercial institutions, then worked up to assistant sales manager of a great "industrial," then had two years in F & P's radio sales — after all *that*, we figured he ought to make a darned good man for our *television* department. And Bob McNamara has done just that, since 1948. . . .

As a matter of fact, Bob is pretty typical of all our good men, here in the television end of F & P. Some of us got our earliest training in radio stations, newspapers and other media — some of us in networks. But *all* of us had successful records even before joining F & P's TV sales . . . knew what it takes to do a job for our customers and ourselves.

That's another reason, we suppose, why we're continuing to break our records, year after year, here in this group of pioneer radio and *television* station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
FORT WORTH–DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Building 'Toast of The Town' Audience

BY ED SULLIVAN

Dear Ed:

The family liked your show so much that we bought a new 1950 Mercury. We bought it Saturday at the Eastman Motors in Greenwich, Conn. Mr. Richards sold it to us. Boy is it neat. It is Trojan Grey in color. It has everything you advertise in it. I sure wish I could drive it, but at present I am only nine and a half. My two sisters drive. One of my sisters, who is a cheerleader, met you one night at the athletic dinner at Port Chester High. My mother's name used to be Bea Smith and my uncle Bob both used to go to school with you.

I hope I can meet you some day.

Your faithful televiewer
(Signed) Kenny Whitham
44 Windsor Rd.
Port Chester, N. Y.

THIS is the kind of letter, although few of them from such young fans, which has made our Lincoln-Mercury Dealers' *Toast of the Town* series such a rewarding experience to myself and all connected with the show.

Some people still don't seem to believe that TV sells products. From our experience on the show, there is no other conclusion to be reached. However, and equally true, a TV program has to be merchandised. That's why my travel time is piling up with trips to Lincoln-Mercury sales areas, appearances in TV cities and promotions wherever promotions make sense.

They told me when I started for my current sponsors that auto dealers were tough men for an entertainer. They wanted results the next day. Well, when the showrooms began buzzing on Monday mornings, the dealers weren't slow in letting us know their feelings of delight and appreciation. Dealers aren't tough—they're just realistic.

Some time ago, Bill Lewis of Kenyon & Eckhardt called a meeting in his office to discuss a new series scheduled for a competitive network. Since the battle is on at present, and everybody in the business seems interested in the outcome, it might be wise to tell you of the strategy of that meeting.

We felt that the hold of *Toast of the Town* on viewers was a strong and potent one. The burden would be on the opposition to crack and hold our audience.

Secondly, we knew our talent lineup for the fall and winter months was the strongest any show might offer. Such names as Gloria Swanson, Lauritz Melchior, Mar-

(Continued on page 88)

* * * * * *

TYPICAL merchandising methods used by Ed Sullivan for *Toast of the Town* are: LEFT PHOTO: Mr. Sullivan takes a day off from show business to personally run a 1950 Mercury through the Ford Test Track in Dearborn, Mich. Decked out in arctic attire, he examines the car in Ford's 55° below zero "icebox." CENTER PHOTO: With Benson Ford, vice president of Ford Motor Co. and general manager of Lincoln-Mercury Div., the TV star takes a look at the 1950 Mercury convertible which was the official pace car in this year's 500-mile race at Indianapolis. RIGHT PHOTO: Meeting local dealers is a main feature of the campaign. Here Mr. Sullivan emcees the first post-war auto show in Silver Spring, Md. With him are Maryland's Gov. Preston Lane and Singer Joby Reynolds.

* * *

THERE'S no worry about competition among this group of executives. Exhibiting pleasure at the consistently high rating of *Toast of the Town* are (l to r): Joseph G. Lewis, eastern regional manager, Lincoln-Mercury Div., Ford Motor Co.; Frank Stanton, president, CBS; William B. Lewis, vice president and account supervisor on Lincoln-Mercury, Kenyon & Eckhardt; Ed Sullivan, m.c. of show; R. F. G. Copeland, advertising and sales promotion manager, Lincoln-Mercury Div.; Dwight Mills, president, Kenyon & Eckhardt.

XUM

BURNS & ALLEN
sponsored by
Carnation Co., a
CBS Package Program
that has scored
the outstanding hit
of the new season.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

DECEMBER 1950

Programs in Italics are sustaining.
Time is EST.
L is live; F, Film; K, Kinescope Recording; E, Eastern Network; M, Midwestern Network; Mi, Noninterconnected stations.

TELECASTING
NETWORK SHOWS

	PM 5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	30	45	9:00	15	30	45	10:00	15	30	45	11:00	15	30	45
SUNDAY ABC									Canada Dry Super Circus L (E-M)				Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)				*Cowboy 'n Injuns* F (E-M)				*The Ruggles* F (E-M)				Goodyear Revue Paul Whiteman L (E-M)				Dodge Motors Showtime U S A L (E-M)				*Hollywood Premiere Theatre* F (E-M)				
SUNDAY CBS									*Capitol Cloakroom*				Household Finance Peoples Platform				Bigelow-Sanford Co. Bigelow Theatre				Lamont, Corliss & Co. Mr. I. Magination				Wm. Wrigley, Jr. Co. Gene Autry Show				American Tobacco This Is Show Business				Ford Motor Co. Lincoln-Mercury Toast of the Town			
SUNDAY NBC DuMont																									*Our Secret Weapon (The Truth)* L (E)								*Rhythm Rodeo* L (E-M)			
SUNDAY NBC									Quaker Oats The Gabby Hayes Show L				*Watch the World* L				General Foods Hopalong Cassidy F								Regent Cigarettes Leave It To The Girls L (E-M)				General Foods (Jello) Aldrich Family L (E-M)				Prizefight Ltd. Comedy Hour-Bobby Clark Alternating every 4th Sunday Palm.-Peet. Colgate Comedy			
MONDAY ABC					*Lois and Looie* L (E-M)				*Space Patrol* F (E-M)																*Club Seven* L (E-M)				Ironrite Corp. Hollywood Screen Test L (E-M)				Chrysler Sales Treasury Men in Action L (E-M)			
MONDAY CBS					*Lucky Pup*				*United Nations*												Kellogg Co. Tom Corbett				*Stork Club*				Oldsmobile CBS-TV News		Liggett & Myers Perry Como		Lever Bros.-Lux Lux Video Theatre			
MONDAY NBC DuMont													Co-op Small Fry Club L/F (E-M)												*Captain Video* L F (E-M) (NI)											
MONDAY NBC					*NBC Comics*		Quaker Oats Gabby Hayes Show L		C-P-P H' Doody L (E-M)		Mars Inc Howdy Doody L (E-M)		*Cactus Jim* L (E-M)												RCA Kukla, Fran & Ollie L (E-M)				Mohawk Mills Show Room		Reynolds News F (E-M)		Speidel Paul Winchell-Jerry Mahoney Show L			
TUESDAY ABC					*Lois and Looie* L (E-M)				*Space Patrol* F (E-M)																*Club Seven* L (E-M)				Procter & Gamble Beulah F (E-M)				Pontiac All-American Football F (E-M)			
TUESDAY CBS					*Lucky Pup* L (E-M)				*United Nations*																*Stork Club*				Oldsmobile CBS-TV News		Pepsi-Cola F. Emerson (off 12/23)		Prudential Insurance Co. Prudential Family Hour Alternate Weeks			
TUESDAY NBC DuMont													Co-op Small Fry Club L/F (E-M)												W. H. Johnson Candy Captain Video L/F (E-M) (NI)								*Court of Current Issues* (E-M)			
TUESDAY NBC					*NBC Comics*		*Panhandle Pete and Jennifer*		Kellogg Howdy Doody L (E-M)		C-P-P Howdy Doody L (E-M)		*Cactus Jim* L (E-M)												Sealtest Kukla, Fran & Ollie L (E-M)				Van Camp Little Show John Conte L		Reynolds News F (E-M)		Texas Co. Texaco Star Theatre L (E-M)			
WEDNESDAY ABC					*Lois and Looie* L (E-M)																				*Club Seven* L (E-M)				Bendix Home Appliances Chance of a Lifetime L (E-M)				Campana Sales First Nighter F (E-M)			
WEDNESDAY CBS					Quaker City Chocolate Lucky Pup				*United Nations*												Kellogg Co. TomCorbett				*Stork Club*				Oldsmobile CBS-TV News		Liggett & Myers Perry Como		Toni-Pillsbury (Alt.) Arthur Godfrey and His Friends			
WEDNESDAY NBC DuMont													Cadbury-Fry America Inc. Small Fry Club L/F (E-M)												Rosefield Packing Co. Captain Video L/F (E-M) (NI)				*The Most Important People* L (E)							
WEDNESDAY NBC					*NBC Comics*		Quaker Oats Gabby Hayes Show L		Mars Inc. H' Doody L (E-M)		Infnl. Shoe Howdy Doody L (E-M)		*Cactus Jim* L (E-M)												Ford Motor Div. Kukla, Fran & Ollie L (E-M)				Mohawk Mills Show Room L		Reynolds News F (E-M)		Motorola Inc. Four Star Revue			
THURSDAY ABC					*Lois and Looie* L (E-M)				*Space Patrol* F (E-M)																*Club Seven* L (E-M)				Lone Ranger American Bakeries (5 sta) General Mills (rest net) F (E-M)				Admiral & P. Lorillard Stop the Music L (E-M)			
THURSDAY CBS					Bristol-Myers Ipana Lucky Pup				*United Nations*																*Stork Club*				Oldsmobile CBS-TV News		Pepsi-Cola F. Emerson (off 12/23)		Carnation-Burns & Allen Johnson-St'right Theatre Alternate Weeks			
THURSDAY NBC DuMont													Co-op Small Fry Club L/F (E-M)												W. H. Johnson Candy Captain Video L F (E-M) (NI)											
THURSDAY NBC					*NBC Comics*		*Panhandle Pete and Jennifer*		Kellogg Co. H' Doody L (E-M)		C-P-P Howdy Doody L (E-M)		*Cactus Jim* L (E-M)												Sealtest Kukla, Fran & Ollie L (E-M)				Van Camp's Little Show John Conte L		Reynolds News F (E-M)		DeSoto-Plymouth You Bet Your Life F			
FRIDAY ABC					*Lois and Looie* L (E-M)				*Space Patrol* F (E-M)																*Club Seven* L (E-M)				Green Giant Co. Life With Linkletter L (E-M)				Ronson Art Metal Works Life With Linkletter L (E-M)			
FRIDAY CBS					Sundial Shoes Lucky Pup				*United Nations*												Kellogg Co. TomCorbett				*Stork Club*				Oldsmobile CBS-TV News		Liggett & Myers Perry Como		General Foods Maxwell House Coffee Mama			
FRIDAY NBC DuMont													Co-op Small Fry Club L/F (E-M)												*Captain Video* L/F (E-M) (NI)				*The Most Important People* L (E)							
FRIDAY NBC					*NBC Comics*		Quaker Oats Gabby Hayes Show L		Welch G. J. Howdy Doody L (E-M)		Wander Co. Howdy Doody L (E-M)		*Cactus Jim* L (E-M)												RCA Kukla, Fran & Ollie L (E-M)				Mohawk Mills Show Room L		Reynolds News F (E-M)		Miles, Quiz Kids L			
SATURDAY ABC																									*Sandy Dreams* L (E-M)				General Mills The Irwins F (E-M)				American Dairy Assn Paul Whiteman TV Teen Club L (E-M)			
SATURDAY CBS													*Lucky Pup Review*				*The Big Top*												*Saturday News Special*		Pepsi-Cola F. Emerson (off 12/23)		Anheuser-Busch The Ken Murray Show			
SATURDAY NBC DuMont																																				
SATURDAY NBC					*NBC Saturday News* F (E-M)		Lionel Joe DiMaggio Show		*Film TBA*		*Film TBA*						Brown Shoe Corp. Smilin' Ed. McConnell L (Alt. weeks) *NBC Presents Film*								Peter Paul Hank McCune				Manhattan Soap Co. One Man's Family L (E-M)							

CBS Daytime

Monday-Friday—p.m.
2:30-3:00 First 100 Years, Procter & Gamble
4-4:30 Homemakers Exchange, participating various days: Aluminum Cooking Utensil Calif. Prune & Apricot Growers Assn., Calif. Walnut Growers Assn., Kellogg Co., Pepsi-Cola Co., Oleo-Margarine Inst., Glory of the

United Fruit Co., Wilbur Buchard Chocolate
4:30-5 Variety Fair
Monday and Friday—p.m.
5:30 Passing Parade, Interwoven Socks, Lever Bros., Lux Toilet Soap; Gold Medal Flour; Gen. Foods, Jell-O; Gen. Mills, Wheaties; Sterling Drug, Bayer Aspirin; Gen. Foods, Post Toasties; Gen. Foods, Sanka Coffee; Gen. Foods, Maxwell House Coffee; Gen. Foods, Instant Postum; Gen. Foods, Grape-Nuts; Gen. Foods, Post's Bran Flakes; Gen. Foods, Post's Raisin Bran; Gen. Foods, Post's 40% Bran Flakes; Gen. Foods, Post's Alpha-Bits; Gen. Foods, Post's Grape-Nuts Flakes; Gen. Foods, Post's Sugar Corn Puffs; Gen. Foods, Post's Rice Krispies; Gen. Foods, Post's Shredded Wheat; Gen. Foods, Post's Wheat Puffs; Gen. Foods, Post's Wheat Krispies; Gen. Foods, Post's Corn Flakes; Gen. Foods, Post's Rice

Film	*Soap Box Theatre* F (E-M)	*Marshall Plan in Action*	Gospel Best'g Corp. Old Fashioned Revival Hour F (E-M)	Young People's Church of The Air Youth on The March	
	General Electric Co. Fred Waring Show		B. F. Goodrich Co. Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Arnold Robt. Q. Lewis
	Arthur Murray's Studios Arthur Murray Show L (E-M) (NI)		*They Stand Accused* L (E-M)		
Bob Hope	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	Nestle Co. (Nescafe) Take A Chance L	
Tracy Film	Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*On Trial* L (E-M)	*Double Feature* F (E-M)		
	Philip Morris Co. Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Electric Corp. Studio One		Masland At Home Party L
	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
	Hudson Motor Car Co. Billy Rose L (E-M)	Mogan David Wine Can You Top This? L (E-M)	Arnold Baker's Life Begins at 80 L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
America	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger	*We Take Your Word*	
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)		
	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
	Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
Lorillard	Bymart, Inc. Teller of Tales	P. Lorillard Co. Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts	*Sports Interview*	
	Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E)		
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	Seeman Bros. I Cover Times Square L (E-M)	Blatz Brewing Co., Roller Derby	
				Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
American Safety Razor	Esso Standard Oil Kroger Co. Alan Young Show	Lever Bros.-Rinso Big Town	Philip Morris Co. Truth or Consequences	Nash Motors Nash Airflyte Theatre	
	Kaiser-Frazer Ellery Queen L (E-M) (NI)		*Boxing* L (E-M) (NI)		
	Ford Dealers of America Kay Kyser L (E-M)		U. S. Tobacco Martin Kane, Private Eye L	*Film* TBA	Anchor Hocking Open House L
	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		Best Foods Inc. Penthouse Party L (E-M)	*Stud's Place* L (E-M)	Exquisite Form Bra's L(E-M)
	Ford Motor—Ford Theatre Magnavox—Magnavox Theatre* *Alternate Weeks		Nash Kelvinator Morton Downey	Sylvania Electric Beat the Clock	
	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Rascoe Kartus, Inside Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)		
	Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio-The Clock) L	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open House L
	Roller Derby (to Conclusion)				
	Bulova Watch Co. The Frank Sinatra Show (off 12/16)		Carter Sing It Again	Ludens Sing It Again	Sterling Drug Sing It Again
	Allen B. DuMont Labs Saturday Night at Madison Square Garden L (E-M)		Carter Prod. Saturday Night at the Garden	Ever Sharp Saturday Night at the Garden	Chesebrough Mfg. Co. Saturday Night at the Garden
	Campbell Soup, Whitman's, Swift & Co., Wildroot, Snow Crop, Minn. Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue L(E-M)				American Tobacco Co. Your Hit Parade L

LOS ANGELES

TELEVIEWING

IS UP

TelePulse reports for Los Angeles reveal a consistent increase in the level of homes using television since October, 1949.

	TV Homes Using Television Noon to Midnight
October, 1949	19.9
December, 1949	22.9
February, 1950	26.0
April, 1950	29.0
June, 1950	30.5
August, 1950	28.7
October, 1950	31.4

For Information and other Telefacts

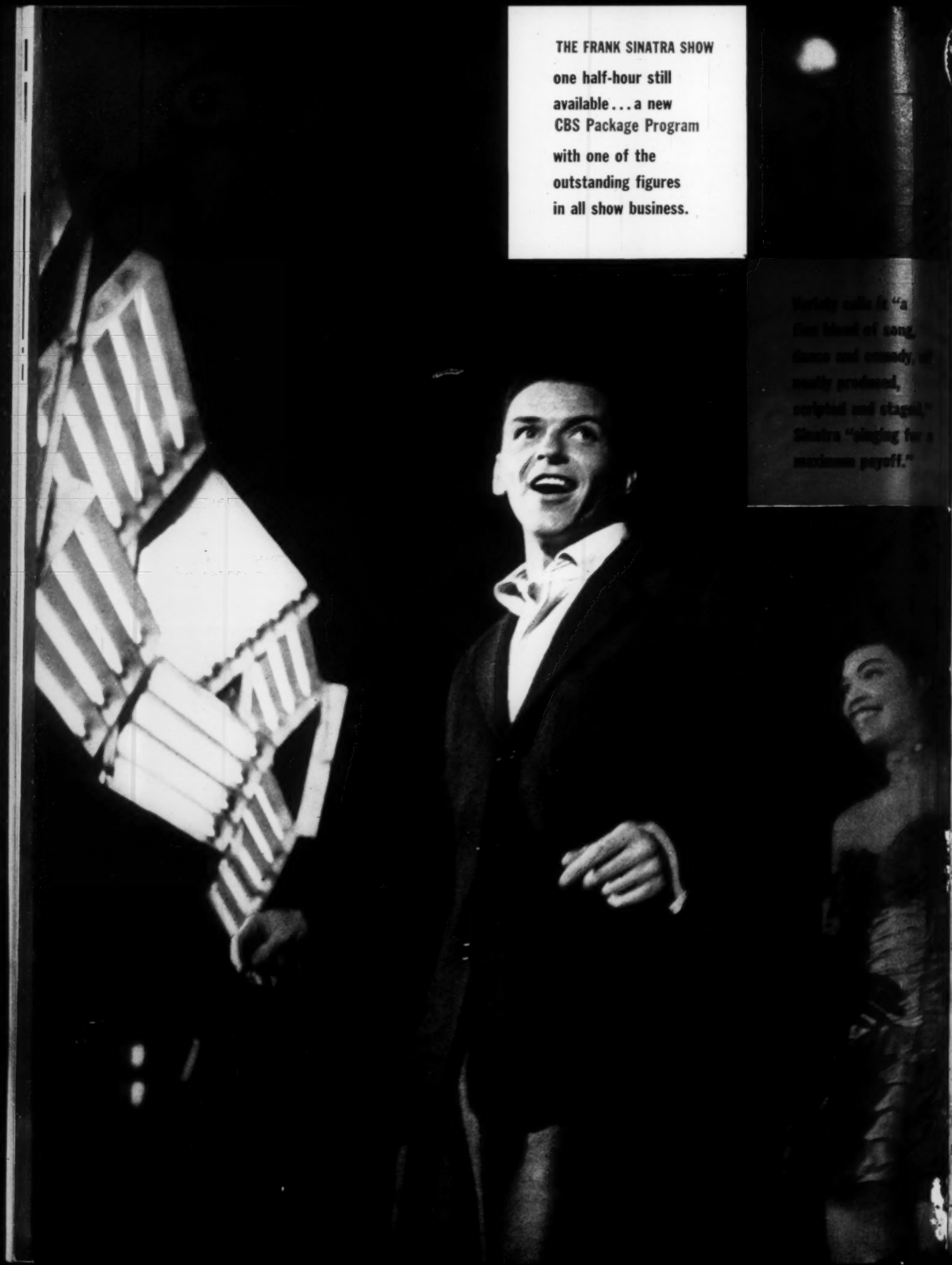
ASK THE PULSE

THE PULSE, INC.

15 West 46th Street

New York 19, N. Y.

XUM


THE FRANK SINATRA SHOW
one half-hour still
available... a new
CBS Package Program
with one of the
outstanding figures
in all show business.

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

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Owner o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter Make
ALABAMA							
BIRMINGHAM							
WAFM-TV 1949	Ch. 13 210-216mc 13.6kw-aur.; 26kw-vis.	Voice of Alabama Inc. 701 Protective Life Bldg. 3-8116	ABC CBS Radio Sales	Ed Norton, chmn. of bd. Thad Holt, p, treas. & gm	C. P. Persons Jr., cm Lionel F. Baxter, pm James L. Evans &	Norman S. Hurley, ce Ernest H. Mitchell Jr., bus. m	INS RCA
WBRC-TV 1949	Ch. 4 66-72mc 7.2kw-aur.; 14.5kw-vis.	Birmingham Bcstg. Co. WBRC Bldg. 54-6731	DuMont NBC Raymer	Eloise S. Hanna, p G. P. Hamann, gm	Don D. Campbell, cm M. D. Smith, pd	G. P. Hamann, ce	INS DuMont
ARIZONA							
PHOENIX							
KPHO-TV 1949	Ch. 5 76-82mc 8.7kw-aur.; 17.5kw-vis.	Phoenix Bcstg. Co. Inc KPHO Bldg. 4-7367	ABC, CBS NBC DuMont Petry	John C. Mullins, p Ronald C. Oxford, m & pd	Gil Lee, cm George L. McClarathon, ce		..... INS DuMont
CALIFORNIA							
LOS ANGELES							
KECA-TV 1949	Ch. 7 174-180mc 14.7kw-aur.; 29.4kw-vis.	American Bcstg. Co. Inc. ABC Television Center Normandy 3-3311	ABC ABC Spot Sales	Robert E. Kintner, p (ABC) Frank Samuels, vp & gm W. K. McDaniel, cm John I. Edwards pd	P. G. Caldwell, ce Ernest Felix, asst treas. & office m E. Carlton Winckler, TV pmm	Edward B. Hullinger, publ. m Richard A. Moore, asst. gm TV opers.	..... AP, UP, INS GE
KFI-TV 1948	Ch. 9 186-192mc 15.7kw-aur.; 31kw-vis.	Earle C. Anthony Inc 141 N. Vermont Ave. Dunkirk 2-2121	Petry	Earle C. Anthony, p George A. Whitney, gm Haan J. Tyler, m	John Bradley, cm Kenneth Higgins, pd H. L. Blatterman, &	Curtis N. Mason, co-ce Charles E. Hamilton, d of pub. ser.	..... AP, UP RCA
KLAC-TV 1948	Ch. 13 210-216mc 16.22kw-aur.; 30.8kw-vis.	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood Hudson 2-7311	Katz	(Mrs.) Dorothy Schiff, p, o Don J. Fedderson, evp. gm	David E. Lundy, gslm Fred Henry, pd Jack Miller, prom. m	R. W. Conner, d of engrg.	..... UP, INS
KNBH 1949	Ch. 4 66-72mc 8kw-aur.; 15kw-vis.	National Bcstg. Co. 1500 N. Vine, Hollywood Hollywood 9-6161	NBC	Joseph H. McConnell, (NBC) p Sidney N. Strotz, vp Western Div. Thomas B. McFadden, gm	Donald A. Norman, slm Robert V. Brown, pd Robert W. Clark, ce Richard R. Eisiminger, adv. & pmm	Robert Pelgram, press mgr. Robert Guggenheim Jr., m film opers.	Thesaurus AP, UP, INS RCA
KTLA 1942	Ch. 5 76-82mc 15kw-aur.; 30kw-vis.	Paramount Television Productions Inc. 5451 Marathon St. Hudson 2-2301	Raymer	Paul Raibourn, p Klaus Landsberg, gm Harry Maynard, cm Gordon Wright, prod. coordinator	Gordon Minter Sr., dir. Raymond M. Moore Sr., eng. Charles Theodore, studio oper. sup.	John Silva, remote oper. sup. L. Gerald Muller, film dir.	Telenews UP Acme .....
KTSL 1931	Ch. 2 54-60mc 11.4kw-aur.; 22.75kw-vis.	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	DuMont Blair TV	Willet H. Brown, p Charles Glett, vp chg. TV	Cecil Barker, exec. prod. Mark Finley, d of pub. rel. Robert Hoag, slm	Harold Jury, ce Don Hine, d prod. Harry R. Lubcke, d TV research	..... AP, INS RCA
KTTV 1949	Ch. 11 198-204mc 16.6kw-aur.; 31.5kw-vis.	KTTV Inc. Nassour Studios 5746 Sunset Blvd. Hudson 2-7111	CBS Radio Sales	Norman Chandler, p Harrison M. Dunham gm	Frank G. King, cm Robert M. Purcell, pd Joseph Conn, ce	John Urba, pmm	..... AP RCA
SAN DIEGO							
KFMB-TV 1949	Ch. 8 180-186mc 20.2kw-aur.; 20kw-vis.	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC, CBS NBC Branham	Jack O. Gross, p & gm W. O. Edholm, cm	Al Flanagan, pd Thornton Chew, ce	Bill Fox, pdm	..... AP, INS GE
SAN FRANCISCO							
KGO-TV 1949	Ch. 7 174-180mc 13.7kw-aur.; 25.4kw-vis.	American Bcstg. Co. 155 Montgomery St. Exbrook 2-6544	ABC ABC Spot	Robert E. Kintner, p (ABC) Gayle V. Grubb, gm	Vincent Francis, cm Maury Baker, adv. pmm & publ. m	Bloyce Wright pd & pmm A. E. Evans, ce	..... AP, UP, INS GE
KPIX 1948	Ch. 5 76-82mc 15.4kw-aur.; 29.9kw-vis.	The Associated Bcstrs. Inc. Mark Hopkins Hotel Exbrook 2-4567	CBS, DuMont Katz	Wesley I. Dumm, p Philip G. Lasky, vp & gm	Sanford Spillman, pd Colin M. Selph, vp chg. sls		
KRON-TV 1949	Ch. 4 66-72mc 7.7kw-aur.; 14.5kw-vis.	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100	NBC Free & Peters	George Cameron, p Harold See, d of TV	Patrick Crafton, pd Norman Louvau, cm	R. A. Isberg, ce	Telenews AP RCA
CONNECTICUT							
NEW HAVEN							
WNHC-TV 1948	Ch. 6 82-88mc .957kw-aur.; 1.82kw-vis.	Elm City Bcstg. Corp. 1110 Chapel St. 6-9826	ABC, NBC CBS & DuMont Katz	Patrick J. Goode, p James T. Milne, gm	Vincent Callanan, slm Aldo De Dominicas, secy-treas.		

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City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. News Transmitter	Library Service Make
DELAWARE								
WILMINGTON								
WDEL-TV 1949	Ch. 7 174-180mc .341kw-aur.; .476kw-vis.	WDEL Inc. 10th & King Sts. 7268	NBC, DuMont Meeker	Clair R. McCollough, sta. exec. J. Gorman Walsh, sm	J. Robert Gulick, natl. slm			
DISTRICT OF COLUMBIA								
WASHINGTON								
WMAL-TV 1947	Ch. 7 174-180mc 12kw-aur.; 22kw-vis.	Evening Star Bcstg. Co. 724 14th St. NW NAtional 5400	ABC ABC Spot	S. H. Kauffman, p K. H. Berkeley, vp & gm	Ben R. Baylor Jr., cm Charles Kelly pd Frank Harvey, ce	William Niel, nd Ruth Crane, wd	.... RCA	
WNBW 1947	Ch. 4 66-72mc 10.5kw-aur.; 20.5kw-vis.	National Bcstg. Co. Trans-Lux Bldg. REpublic 4000	NBC NBC Spot	Joseph H. McConnell, p (NBC) Frank M. Russell, vp (NBC)	William R. McAndrew, gm Ralph Burgin, pd Tom Geoghegan publ. & pmm mgr.	George H. Sandefer, controller Charles de Lozier, slm Donald Cooper, ce	..... AP, UP, INS RCA	
WTOP-TV 1949	Ch. 9 14.2kw-aur. 27.3kw-vis.	WTOP Inc. Warner Bldg. Metropolitan 3200	CBS Radio Sales	Philip Graham, p John S. Hayes, vp & gm George Hartford, cm Edwin Halbert, pd	Clyde Hunt, ce Granville Klink Jr., asst. ce	L. A. Wilkinson, engr. in chg. TV opers.	AP, UP RCA	
WTTG 1945	Ch. 5 76-82mc 10.5kw-aur.; 17.5kw-vis.	Allen B. DuMont Labs. Inc. 12th & E Sts. NW STerling 5300	DuMont Net DuMont	Allen B. DuMont, p Walter Compton, gm	Perry P. Walders, cm Roger M. Coelos, pd	M. M. Burleson, ce	Assoc. TR DuMont	
FLORIDA								
JACKSONVILLE								
WMBR-TV 1949	Ch. 4 66-72mc 7.4kw-aur.; 14.8kw-vis.	Florida Bcstg. Co. 605 S. Main St. 9-4477	ABC, CBS DuMont NBC Avery-Knodel	Frank M. King, p Glenn Marshall Jr., secry.-treas., g & cm	Bernie Adams, pd E. B. Vordermark, ce John Sener, pdm		..... INS GE	
MIAMI								
WTVJ 1949	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Wometco Theatres 17 N. W. 3rd St. 82-6671	ABC, CBS DuMont NBC Free & Peters	Mitchell Wolfson, p Lee Ruwitch, vp & gm Clyde N. Lucas, pm Lynn Morrow, pmm, publ.	Arthur L. Gray, pm Earl W. Lewis, ce John S. Allen, bus. & cm	John Shay, prog.-tech. co	UP GE	
GEORGIA								
ATLANTA								
WAGA-TV 1949	Ch. 5 76-82mc 9.5kw-aur.; 18kw-vis.	Fort Industry Co. 1032 W. Peachtree St. Emerson 2541	CBS, DuMont Katz	George B. Storer, p George B. Storer Jr., gm	James E. Bailey, mgng. d John Collins, cm	William Terry, pd Paul Cram, ce	..... AP RCA	
WSB-TV 1948	Ch. 8 180-186mc 12.5kw-aur.; 23.8kw-vis.	Atlanta Newspapers Inc. 10 Forsyth St. N.W. Hemlock 1045	NBC Petry	James M. Cox Jr., chmn. of bd. J. Leonard Reinsch, mgng. d	John M. Outler Jr., gm Marcus Bartlett, pd	Frank Gaither, cm C. F. Daughtery, ce	.... RCA	
ILLINOIS								
CHICAGO								
WBKB 1941	Ch. 4 66-72mc 7.5kw-aur.; 11kw-vis.	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210	CBS Weed	John H. Mitchell, gm E. Jonny Graff, pd Wm. Ryan, pm	Milton D. Friedland, office mgr. M. E. Vieracker, controller	S. C. Quinlan, pmm, pub. m William P. Kusack, ce Carl Russell, film d	UP RCA	
WENR-TV 1948	Ch. 7 174-180mc 14kw-aur.; 25kw-vis.	American Bcstg. Co 20 N. Wacker Dr. Andover 3-7800	ABC	John H. Norton Jr., vp in chg. Cent. Div. James L. Stirton, gm	Roy McLaughlin, cm Fred Killian, pd E. C. Horstman, ce		..... AP, UP, INS RCA	
WGN-TV 1948	Ch. 9 186-192mc 7.3kw-aur.; 11.2kw-vis.	WGN Inc. 435 N. Michigan Dr. SUperior 7-0100	DuMont Keenan & Eckelberg	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm	Jay Faraghan, pd Carl J. Myers, ce George Harvey, slm Vern Brooks, dir. of oper.	Robert Hibbard, asst. dir. of oper. George Petterson, newsreel dir.	..... UP AP, PA, GE	
WNBQ 1949	Ch. 5 76-82mc 11.8kw-aur.; 22.8kw-vis.	National Bcstg. Co. Merchandise Mart SUperior 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC) p I. E. Showerman, vp & gm John McPartlin sm	Edwin S. Mills, exec. producer Howard Luttgens, sta. engr.	Arthur Jacobson, prod. m Jules Herbuveaux, mgr. TV oper.	..... AP, UP, INS RCA	
ROCK ISLAND								
WHBF-TV 1950	Ch. 4 66-72mc 7.6-aur.; 13.6kw-vis.	Rock Island Bcstg. Co. Telco Bldg.	ABC, CBS, DuMont Avery-Knodel	Leslie C. Johnson, vp-gm Maurice Corken, cm	Forest W. Cooke, pm			

30,675

AS OF THURSDAY, OCT. 19, 1950

receivers sold in the greater San Antonio area in less than 11 months since WOAI-TV introduced television in this rich market. Top programming, too, on San Antonio's FIRST TELEVISION STATION

WOAI-TV
CHANNEL 4 * SAN ANTONIO, TEXAS

Program Schedule

OCT. 22 through NOV. 4, 1950

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00	Vespers LS	Kukla, Fran & Ollie RCA-Victor NBC NC	Tree House LS	Kukla, Fran & Ollie Ford Motor Co. NBC NC	Tree House LS	Kukla, Fran & Ollie RCA-Victor NBC NC	One Man's Family Manhattan Soap Co. NBC NC
15	Serenade LS	Kukla, Fran & Ollie RCA-Victor NBC NC	Tree House LS	Kukla, Fran & Ollie Ford Motor Co. NBC NC	Tree House LS	Kukla, Fran & Ollie RCA-Victor NBC NC	One Man's Family Manhattan Soap Co. NBC NC
30	This Is Show Business NBC Lucky Strikes NC	Supper Club Chesterfield Cigs. CBS NC	Conte's Little Show Stokeley-Van Camp NBC NC	Supper Club Chesterfield Cigs. CBS NC	Conte's Little Show Stokeley-Van Camp NBC NC	Supper Club Chesterfield Cigs. CBS NC	Trouble with Father General Mills ABC NC
45	This Is Show Business NBC Lucky Strikes NC	Telenews Jonke's of Texas LC	Telenews Jonke's of Texas LC	Telenews Jonke's of Texas LC	Telenews Jonke's of Texas LC	Telenews Jonke's of Texas LC	Trouble with Father General Mills ABC NC
7:00	Comedy Hour Colgate NBC NC	Billy Rose Show Hudson Motors ABC NC	Milton Berle Texaco Products NBC NC	TV Dude Ranch LS	Touchdown Motorola and Krisch-Delavan CF	T-Men In Action Chrysler Corp. ABC NC	Ken Murray Show Budweiser Beer CBS NC
15	Comedy Hour Colgate NBC NC	Billy Rose Show Hudson Motors ABC NC	Milton Berle Texaco Products NBC NC	TV Dude Ranch LS	Touchdown Motorola and Krisch-Delavan CF	T-Men In Action Chrysler Corp. ABC NC	Ken Murray Show Budweiser Beer CBS NC
30	Comedy Hour Colgate NBC NC	Dance Time LS	Milton Berle Texaco Products NBC NC	Arthur Godfrey Chesterfield Cigs. CBS NC	You Bet Your Life DeSoto Corp. NBC NC	We, The People Gulf Oil Corp. NBC NC	Ken Murray Show Budweiser Beer CBS NC
45	Comedy Hour Colgate NBC NC	Dance Time LS	Milton Berle Texaco Products NBC NC	Arthur Godfrey Chesterfield Cigs. CBS NC	You Bet Your Life DeSoto Corp. NBC NC	We, The People Gulf Oil Corp. NBC NC	Ken Murray Show Budweiser Beer CBS NC
8:00	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	Wrestling Personalities Mrs. Bohnet's Bread ReC	Hayride Hoffman Radio Corp. LC	Nat'l Pro Football Highlights Grand Prize Beer CF	Don McNeill TV Club ABC Philco NC
15	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	8:28 Wrestling Grant's Home and Hardware ReC	Hayride Hoffman Radio Corp. LC	Nat'l Pro Football Highlights Grand Prize Beer CF	Don McNeill TV Club ABC Philco NC
30	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	Wrestling Grant's Home and Hardware ReC	Stop the Music Old Gold Cigarettes ABC NC	Penthouse Party Best Foods, Inc. ABC NC	Don McNeill TV Club ABC Philco NC
45	Television Playhouse Philco Corp. NBC NC	Studio One Westinghouse CBS NC	Amateur Hour Old Gold Cigarettes NBC NC	Wrestling Grant's Home and Hardware ReC	Stop the Music Old Gold Cigarettes ABC NC	Penthouse Party Best Foods, Inc. ABC NC	Don McNeill TV Club ABC Philco NC
9:00	Garroway-at-Large Congoleum-Nairn NBC NC	Winters' Wonderland Wolff & Marx Co. LC	IBC Boxing Bouts Blue Ribbon Beer CBS CF	Wrestling Grant's Home and Hardware ReC	Break the Bank Bristol-Myers Co. NBC NC	Tip the Scales LS	Show of Shows Snowcrop Foods NBC NC
15	Garroway-at-Large Congoleum-Nairn NBC NC	Fashions In Your Living Room Wolff & Marx Co. LC	IBC Boxing Bouts Blue Ribbon Beer CBS CF	Wrestling Grant's Home and Hardware ReC	Break the Bank Bristol-Myers Co. NBC NC	Tip the Scales LS	Show of Shows Snowcrop Foods NBC NC
30	What's My Line? Stopette CBS NC	Marion Downey Nash-Kelvinator CBS NC	(Fights to Concl.) Balance of Hour: Sports Parade	Roller Derby ABC NS	Airflyte Theatre Nash Motors CBS NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show of Shows Crosley Corp. NBC NC
45	What's My Line? Stopette CBS NC	Marion Downey Nash-Kelvinator CBS NC	Bond Street Tobacco CBS CF	Roller Derby ABC NS	Airflyte Theatre Nash Motors CBS NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show of Shows Crosley Corp. NBC NC
10:00	Showtime U.S.A. Dodge Motors ABC NC	Winchell & Mahoney Speidel Corp. NBC NC	Stars Over Hollywood Armour & Co. NBC NC	Roller Derby ABC NS	Can You Top This? Wine Corp. ABC NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show Goes On American Safety Razor CBS Company NC
15	Showtime U.S.A. Dodge Motors ABC NC	Winchell & Mahoney Speidel Corp. NBC NC	Stars Over Hollywood Armour & Co. NBC NC	Roller Derby ABC NS	Can You Top This? Wine Corp. ABC NC	Pulitzer Prize Playhouse ABC Schlitz Beer NC	Show Goes On American Safety Razor CBS Company NC
30	Burns & Allen 10:22 Carnation Company CBS NC	Newsdesk LS Sears LC Weather Chart LS	Newsdesk LS Weather Chart LS	Newsdesk LS Sears LC Weather Chart LS	Newsdesk LS Weather Chart LS	Newsdesk LS Sears LC Weather Chart LS	Martin Kane, Private Eye U. S. Tobacco NBC Company NC
45	Big Story 10:29 Pall Mall Cigarettes NBC NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Martin Kane, Private Eye U. S. Tobacco NBC Company NC
11:00	NBC National Broadcasting Co. • ABC American Broadcasting Co. • CBS Columbia Broadcasting System	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Screens Bright EVERY Night on Channel 4
15		Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	
30		Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	Broadway Open House Anchor-Hocking NBC Blatz Beer NC	
45		KEY: C—Commercial S—Sustaining		L—Local N—Network	F—Film Re—Remote	*	

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2: 45	Flash Gordon 10:29 SF					
3:00	Four Star Revue Motorola NBC NC					
15	Four Star Revue Motorola NBC NC					
30	Four Star Revue Motorola NBC NC					
45	Four Star Revue Motorola NBC NC					
4:00	Beauty-Beast SF 10:22 Teller of Tales 10/29 CBS Tintair NC	5:40 Cartoon SF	5:40 Cartoon SF	5:40 Cartoon SF	5:40 Cartoon SF	Cartoon SF 10:27 Railroad Club 11/3 A. C. Gilbert Co. CF
15	Flash Gordon SF 10:22 Teller of Tales 10/29 CBS Tintair NC					
30	Yesterday's Newsreel Handy Andy Stores CF					
45	Southwest Conference Football "Game of the Week" (See Below) CF	Sandy Strong ABC Ovaltine NC	Sandy Strong ABC Ovaltine NC	Sandy Strong ABC Ovaltine NC	Sandy Strong ABC Ovaltine NC	Sandy Strong ABC Ovaltine NC
5:00	Southwest Conference Football Alamo National Bank Gasateria Fehr Bakery Perry Shankle Co. CF					
15						
30	Super Circus Canada Dry ABC NC					
45	Super Circus Canada Dry ABC NC					

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NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

NBC - CBS - ABC
WOAI-TV
CHANNEL 4
SAN ANTONIO

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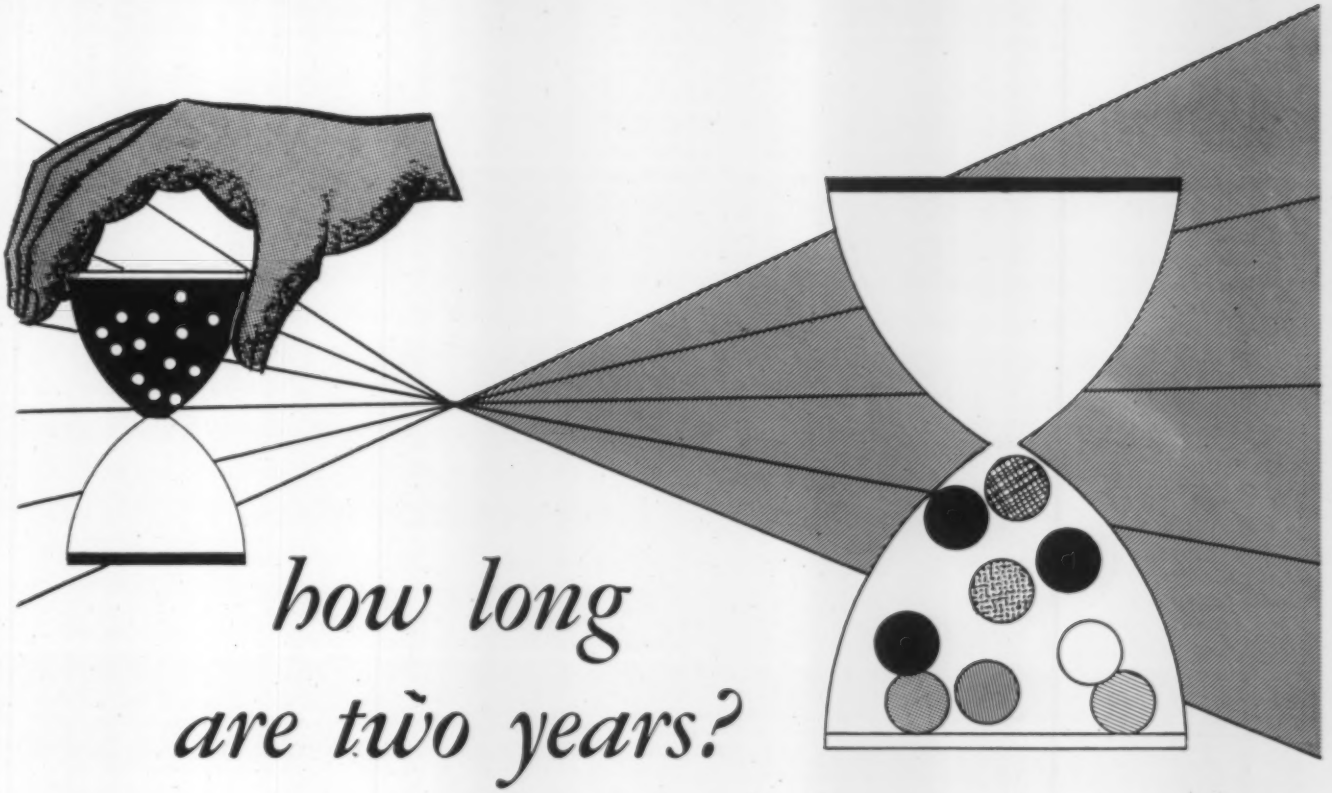
City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter Make
INDIANA							
BLOOMINGTON							
WTTV 1949	Ch. 10 192-198mc 3.31kw-aur.; 6.38kw-vis.	Sarkes Tarzian Inc. 535 South Walnut St. 2-3366	ABC, CBS NBC DuMont	Sarkes & Mary Tarzian, owners Glenn Van Horn, gm Robert Petranoff, pd	Robert Lemon, cm Morton L. Weigel, ce Albert Fiscus, film dir.	Lyle Hairich, prog. asst.	..... AP
INDIANAPOLIS							
WFBM-TV 1949	Ch. 6 82-88mc 18.1kw-aur.; 28.2kw-vis.	WFBM Inc. 48 Monument Circle Lincoln 8506	ABC, CBS Katz DuMont, NBC	H. M. Bitner, chief owner Harry M. Bitner Jr., gm	William F. Kiley, cm Frank O. Sharp, pd Harold Holland, ce	David F. Milligan pmm	..... AP, INS RCA
IOWA							
AMES							
WOI-TV 1950	Ch. 4 66-72mc 7.5kw-aur.; 13kw-vis.	Iowa State A&M Service Bldg., ICS Campus, 2500	ABC, CBS, NBC, DuMont Weed	Richard B. Hull, gm Robert C. Mulhall, oper. m	W. D. Donaldson, prog. m Edward P. Wegener, pdm	Louie L. Lewis, ce	
DAVENPORT							
WOC-TV 1949	Ch. 5 76-82mc 22.9kw-aur.; 13.5kw-vis.	Central Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p Ernest Sanders, res. m Charles Freburg, pd	D. D. Palmer, vp & treas. Ralph Evans, exec. vp	Wm. D. Wagner, secy. Paul Arvidson, ce	..... UP RCA
KENTUCKY							
LOUISVILLE							
WAVE-TV 1948	Ch. 5 76-82mc 5kw-aur.; 7kw-vis.	WAVE Inc. 334 East Broadway Wabash 2201	ABC, CBS, NBC DuMont Free & Peters	George W. Norton Jr., p Nathan Lord, gm Ralph Jackson, vp, cm John Boyle, dir of TV	Robert Elverman, prom m George Paterson, pd Wilbur Hudson, ce	Burt Blackwell, dir. of studio prod. Dick Jackson, spec. events div.	..... AP, INS RCA
WHAS-TV 1950	Ch. 9 186-192mc 7.2kw-aur.; 9.6kw-vis.	WHAS Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, p Victor A. Sholis, dir. Neil Cline, sales dir. Harold Fair, pd	Richard W. Hughes, prom. m	Orrin W. Towner, tech. dir.	Assoc. AP, UP GE
LOUISIANA							
NEW ORLEANS							
WDSU-TV 1948	Ch. 6 82-88mc 15kw-aur.; 31kw-vis.	WDSU Bcstg. Service 520 Royal St. Tulane 4371	ABC, CBS DuMont NBC Blair TV	Edgar B. Stern, partner	Edgar B. Stern Jr., mgng. ptnr. A. Louis Read, cm Ray Rich, prog. dir.	Ray Liuzza, publ. & prom. dir. Lindsey Riddle, ce	..... AP, UP, INS RCA
MARYLAND							
BALTIMORE							
WAAM 1948	Ch. 13 210-216mc 13.8kw-aur.; 26.1kw-vis.	Radio-Television of Baltimore Inc. 3725 Malden Ave. Mohawk 7600	ABC DuMont Harrington, Righter & Parsons	Ben Cohen, p Norman Kal, evp vp Kenneth L. Carter, gm	Armand Grant, cm Herbert Cahan, pd Glenn Lahman, acting ce	Tony Farrar, prod. mgr. Harriett George, publ. dir.	World UP, TR RCA
WBAL-TV 1948	Ch. 11 198-204mc 13kw-aur.; 27kw-vis.	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, p Tom A. Brooks vp & gm Harold C. Burke, vp & sta. mgr. Leslie H. Peard Jr., cm DeLancey Provost, bus. mgr.	Fred S. Heywood prod. mgr. Willis K. Freiert, sm John T. Wilner, engrg. dir.	Victor F. Campbell, pm William C. Bareham, ce Tom White, publ. dir.	.... RCA
WMAR-TV 1947	Ch. 2 54-60mc 10kw-aur.; 17.1kw-vis.	The A. S. Abell Co. Baltimore & Charles Sts. Mulberry 5670	CBS Katz	Paul Patterson, p E. K. Jett, vp & radio dir.	Ernest A. Lang, cm Robert B. Cochrane, pd	Carlton G. Nopper, ce	..... AP RCA
MASSACHUSETTS							
BOSTON							
WBZ-TV 1948	Ch. 4 66-72mc 7.07kw-aur.; 15.61kw-vis.	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC NBC Spot	Walter Evans, p Walter E. Benoit, vp Edwin R. Borroff, gsm W. C. Swartley, sta. mgr.	W. H. Hauser, ce C. Herbert Masse, sm W. Gordon Swan pm W. A. Davis, publ. m	John G. Stilli Jr., prom. mgr.	..... AP, UP RCA
WNAC-TV 1948	Ch. 7 174-180mc 13.3kw-aur.; 26.6kw-vis.	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	ABC, CBS DuMont Petry	Linus Travers, evp, gm George W. Steffy, vp TV opers.	Harry Whittimore, tech. d	James C. Richdale Jr., sls prom.	



how long are two years?

A short time by the calendar can be long enough to establish leadership. Only two years ago, Blair-TV began operation as the first and only organization set up for exclusive sales representation of TV stations . . . a separate corporation entirely removed from any AM operation or function.

The formation of Blair-TV was a radical step based upon our conviction that Television needed its own exclusive sales organization with trained specialists, and time to study stations' problems, to make enough advertiser calls, to know stations intimately and to counsel them wisely. Today the basic principle established by Blair-TV has been adopted by almost all major components of the industry.

We feel that this kind of leadership has contributed in great measure to the rapid growth of spot television. And we know that our *different* approach to the sale of television time has produced important results for the stations we represent.

On our second anniversary, we pledge ourselves to a continuation of the sound operating principles which have already become an industry standard.

New York, Chicago, St. Louis,
Dallas, Detroit, Los Angeles, San Francisco

BLAIR TV
INC.

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

Executive Abbreviations
Owner o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter Make
MICHIGAN							
DETROIT							
WJBK-TV 1949	Ch. 2 54-60mc 7.5kw-aur.; 14.26kw-vis.	The Fort Industry Co. 500 Temple Ave. Temple 3-7900	CBS, DuMont Katz	George B. Storer, p Richard E. Jones, vp, gm & cm E. Hal Hough, pd	Lanny Pike, sr. prod. Joyce M. Chapman, prom. mgr.	Paul O. Frincke, ce	
WWJ-TV 1947	Ch. 4 66-72mc 8.5kw-aur.; 17.4kw-vis.	The Evening News Assn. 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	W. J. Scripps, dir of radio Harry Bannister, gm Willard E. Walbridge, m	Melvin C. Wissman, gen. pm E. J. Love, gen. engrg. m Jake Albert, prom. mgr.	Russell Williams, ce James Eberle, pm Douglas Wright, film editor	..... UP DuMont
WXYZ-TV 1948	Ch. 7 174-180mc 13.9kw-aur.; 27.9kw-vis.	ABC 1700 Stroh Bldg. Woodward 3-8321	ABC ABC Spot	Robert E. Kintner, p (ABC)	James G. Riddell, gm Len A. Kamins, slm	John Pival, TV pdm	
GRAND RAPIDS							
WLAV-TV 1949	Ch. 7 174-180mc 10kw-aur.; 20kw-vis.	Leonard A. Versluis 6 Fountain St. N.E. Glendale 6-5461	ABC, CBS NBC DuMont Pearson	Leonard A. Versluis, owner Hy M. Steed, gm & cm	Hal Kaufman, pd Lee G. Stevens, ce Dane Hoyle, prod. mgr.		..... UP RCA
KALAMAZOO							
WKZO-TV 1950	Ch. 3 60-66mc 8kw-aur.; 16kw-vis.	Fetzer Bcstg. Co. 124 West Michigan Ave. 3-1223	ABC, CBS, NBC, DuMont Avery-Knodel	John E. Fetzer, p & gm John W. O'Harrow, gen. sm Edward E. McKean, pd	Carl E. Lee, ce Harry E. Travis, prod. sup.	E. L. Tait, comptroller Willis F. Dunbar, dir. of publ. affairs	.... Federal
LANSING							
WJIM-TV 1950	Ch. 6 82-88mc 9.3kw-aur.; 18.7kw-vis.	WJIM Inc. Bank of Lansing Bldg.	NBC, CBS, ABC H-R	Harold F. Gross, gm Howard K. Finch, sm-pd	Roger S. Underhill, cm		
MINNESOTA							
MINNEAPOLIS							
KSTP-TV 1947	Ch. 5 76-82mc 17.3kw-aur.; 24.7kw-vis.	KSTP Inc. 3415 University Ave. Prior 2717	NBC Petry	Stanley E. Hubbard, p, gm K. M. Hance, evp	Miller C. Robertson, vp chg. sl	Joseph C. Cook, sls pmm	
WTCN-TV 1949	Ch. 4 66-72mc 9.2kw-aur.; 17.9kw-vis.	Minnesota Bcstg. Corp. Radio City, Minn. St. Paul Dispatch Bldg., S. P.	ABC, CBS DuMont Free & Peters	F. Van Konynenburg, vp-gm	R. N. Ekstrum, slm Sherman K. Headley, TV oper. m		
MISSOURI							
KANSAS CITY							
WDAF-TV 1949	Ch. 4 66-72mc 11kw-aur.; 22kw-vis.	The Kansas City Star Co. 31st & Summit St. Jefferson 3966	NBC Harrington, Righter & Parsons	Roy A. Roberts, p Dean Fitzer, mg. d. radio-TV	E. Manne Russo, cm William Bates, pd	J. A. Flaherty, ce	AP RCA
ST. LOUIS							
KSD-TV 1947	Ch. 5 76-82mc 8kw-aur.; 16kw-vis.	The Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC, ABC, CBS DuMont Free & Peters	Joseph Pulitzer, p George M. Burbach, gm	Edward Hamlin, cm Harold O. Grams, pd Edwin Risk, ce		..... AP RCA
NEBRASKA							
OMAHA							
KMTV 1949	Ch. 3 60-66mc 8.0kw-aur.; 11.7kw-vis.	May Bcstg. Co. 2615 Farnam St. Harney 9233	ABC, CBS DuMont Avery-Knodel	Glenn Harris, gm Howard O. Peterson, cm Wayne Beavers, pd	R. J. Schroeder, ce Joe H. Baker, mchdsing. mgr.	J. E. Reich, prod. mgr.	..... Acme, UP RCA
WOW-TV 1949	Ch. 6 82-88mc 8.5kw-aur.; 16.2kw-vis.	Radio Station WOW Inc. 3509 Farnam St. Webster 3400	NBC, DuMont Blair TV	Francis P. Matthews, p Frank P. Fogarty, gm Joseph Herold, mgr. of TV	Lyle DeMoss, asst. gm Robert M. Dooley, natl. sm	Ray Olson, pd Soren Munkhof, prod. mgr. William J. Kotera, ce	National AP, UP, INS RCA
NEW JERSEY							
NEWARK							
WATV 1948	Ch. 13 210-216mc 25kw-aur.; 50kw-vis.	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving Robert Rosenhaus, p & gm Edmund S. Lennon, vp chg. nat'l. sales	George Green, pd Henry L. Dabrowski, chief trans. oper.	Thomas T. Magee, chief of studio oper. Frank V. Bremer, vp chg. engrg.	.... RCA
NEW MEXICO							
ALBUQUERQUE							
KOB-TV 1948	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Albuquerque Bcstg. Co. Fifth & Silver 4411	ABC, CBS NBC, DuMont	T. M. Pepperday, p & gm	George S. Johnson, mgr. of TV	Dorothy B. Smith, pd	..... AP RCA

CHANNEL 5

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER *TELEVISION* AUDIENCE INDEX

SEPTEMBER–OCTOBER 1950 SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	26.8	7.6	17.0	20.5	15.6	36.3	-	2.9	
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	15.8	2.9	6.8	8.4	1.3	56.0	-	23.9	0.6
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	46.7	17.3	5.4	9.7	13.7	35.9	8.3	9.5	0.2

850,000 TV Receivers in Los Angeles area, December 1 1950

KTLA Paramount Television Productions Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

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City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter
NEW YORK							
BINGHAMTON							
WNBF-TV 1949	Ch. 12 204-210mc 11.7kw-aur.; 12kw-vis.	Clark Associates Inc. P. O. Box 48 2-3461	ABC, CBS DuMont NBC Bolling	Edward W. May, p John C. Clark Sr., p Cecil D. Mastin, gm	Stanley N. Heslop, slm Edward M. Scala, pd	L. L. Rogers, treas. & sm Louveer H. Stantz, ce	..... UP RCA
BUFFALO							
WBEN-TV 1948	Ch. 4 66-72mc 10.2kw-aur.; 16.2kw-vis.	WBEN Inc. Hotel Statler Mohawk 0930	ABC, CBS DuMont, NBC Harrington, Righter & Parsons	C. Robert Thompson, gm Nicholas J. Malter, slm	George R. Torge, pd Edward J. Wegman, asst. pd		
NEW YORK							
WABD 1944	Ch. 5 76-82mc 9.45kw-aur.; 14.25kw-vis.	Allen B. DuMont Labs Inc. 515 Madison Ave. Murray Hill 8-2600	DuMont	Mortimer W. Loewi, d Chris J. Witting, gm Tom Gallery, slm James L. Caddigan, pd Rodney D. Chipp, ed	Les G. Arries, sp events d Robert Jamieson, m of sta. rel.	George Faust, m of net. tr. Gerald Lyons, pub. rel. d	..... INS DuMont
WCBS-TV 1941	Ch. 2 54-60mc 10kw-aur.; 13.7kw-vis.	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS Radio Sales	Frank Stanton, p (CBS) G. Richard Swift, gm George Dunham, slm	Richard Doan, pd Paul F. Wittlig, ce Robt. G. Patt, pmm		..... AP, UP, INS RCA
WJZ-TV 1948	Ch. 7 174-180mc 15kw-aur.; 30kw-vis.	American Bcstg. Co. Inc. 7 W. 66th St. Trafalgar 3-7000	ABC ABC Spot	Robert E. Kintner, p (ABC) Murray B. Grabhorn, vp of o & o sta.	Clarence L. Doty, gm A. Stronach, pd Earl B. Salmon, cm	William Trevarthen, ce	..... AP, UP, INS RCA
WNBT 1939	Ch. 4 66-72mc 7kw-aur.; 7kw-vis.	NBC 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell, p (NBC) Ted Cott, gm	John H. Reber, sld Ivan Reiner, prog. m		
WOR-TV 1949	Ch. 9 186-192mc 11kw-aur.; 9kw-vis.	General Teleradio Inc. 1440 Broadway Longacre 4-8000	Kettell-Carter	Theodore C. Streibert, p Eugene S. Thomas, m of TV opers.	Julius F. Seebach Jr., vp of prog. R. C. Maddux, vp of sls	J. R. Poppele, vp of e	..... UP GE
WPIX 1948	Ch. 11 198-204mc 9.25kw-aur.; 18.5kw-vis.	WPIX Inc. 220 E. 42nd St. Murray Hill 2-1234	Free & Peters	F. M. Flynn, p G. Bennett Larson, vp & gm Walter Duncan, cm	Warren Wade, pmm Thomas E. Howard, ce John McClay, d of opers.	Ardien Rodner, coml. pdm	..... AP, UP, Acme RCA
ROCHESTER							
WHAM-TV 1949	Ch. 6 72-88mc 8.3kw-aur.; 16.7kw-vis.	Stromberg-Carlson Co. Rochester Radio City Culver 7240	ABC, CBS DuMont NBC Hollingbery	William Fay, vp & gm John W. Kennedy Jr., cm	Charles W. Siverson, pd John L. Crosby Jr., prod. d	Truman Brizee, asst. slm Kenneth J. Gardner, ce	World UP RCA
SCHENECTADY							
WRGB 1939	Ch. 4 66-72mc 9.125kw-aur.; 18.25kw-vis.	General Electric Co. 1 River Rd. 7-2261	NBC NBC Spot	R. S. Peare, vp & m B. J. Rowan, asst. m R. B. Hanna Jr., sta. m R. Welpott Jr., asst. sta. m	A. G. Zink, prog. sup. W. J. Purcell, ce R. F. Reid, loc. sls sup.	G. W. Givens, sls prom. sup. E. J. Pudney, prod. sup.	..... AP, UP GE
SYRACUSE							
WHEN 1948	Ch. 8 180-186mc 7.5kw-aur.; 15kw-vis.	Meredith Syracuse TV Corp. 101 Court St. 3-1126	ABC, CBS DuMont Katz	E. T. Meredith Jr., p Paul Adanti, gm William H. Bell, cm	Eugene Crow, ce Ned Ryan, pmm		..... UP GE
WSYR-TV 1950	Ch. 5 76-82mc 12.5kw-aur.; 23.8kw-vis.	Central N. Y. Bcstg. Syracuse Kemper Bldg. 3-7111	NBC Headley-Reed	H. C. Wilder, p E. R. Vadeboncoeur, vp & gm	W. R. Alford Jr., cm Bill Rothrum, pd	A. G. Belle Isle, vp & ce	..... UP GE
UTICA							
WKTV 1949	Ch. 13 210-216mc 6.5kw-aur.; 13kw-vis.	Copper City Bcstg. Corp. Smith Hill Rd. 3-0404	ABC, CBS DuMont NBC Cooke	Myron J. Kallet, p Michael C. Fusco, gm Deforest T. Layton Jr., ce	J. T. MacDavitt, cm Jack Fredericks, pd	Edwin Whittaker, pdm	..... UP GE
NORTH CAROLINA							
CHARLOTTE							
WBTV 1949	Ch. 3 60-66mc 8.2kw-aur.; 16.3kw-vis.	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	ABC, CBS DuMont NBC Forjoe	J. M. Bryan, p Charles H. Crutchfield, vp & gm Keith S. Byerly, cm	Larry Walker, asst. gm & TVpd J. Robert Covington, pmm	M. J. Minor, ce C. K. Spicer, bus. m	Assoc. UP, INS RCA
GREENSBORO							
WFMY-TV 1949	Ch. 2 54-60mc 0.84kw-aur.; 1.67kw-vis.	Greensboro News Co. 212 N. Davie St. 3-8611	ABC, CBS DuMont, NBC Harrington, Righter & Parsons	E. J. Jeffress, p & co Gaines Kelley, gm Robert M. Lambe, cm	Gomer R. Lesch, pd William E. Neill, ce		Sterling Flamingo UP DuMont
OHIO							
CINCINNATI							
WCPO-TV 1949	Ch. 7 174-180mc 12kw-aur.; 21kw-vis.	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	ABC, DuMont Branham	Jack R. Howard, p M. C. Watters, vp & gm	John Patrick Smith, TV slm Edward Weston, pd	Grant Makinson, ce	..... UP GE
WKRC-TV 1949	Ch. 11 198-204mc 12.3kw-aur.; 24.5kw-vis.	Radio Cincinnati Inc. Times-Star Bldg. Garfield 1331	CBS Katz	Hulbert Taft Jr., exec. vp U. A. Latham, gm & cm	Syd Cornell, coml. pdm Roderick Mitchell, pd George A. Wilson, ce	Joel Storvall, slm Don Chapin, local slm	Official Films Gen. TV AP GE
WLWT 1948	Ch. 4 66.72mc 19.5kw-aur.; 23.5kw-vis.	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC	James D. Shouse, chmn. of bd. R. E. Dunville, p John T. Murphy, d of TV opers.	William J. McCluskey, slm Lin Mason, pd Calvin Bopp, ce David E. Partridge, g slm	Bernie C. Barth, Asst. to Mr. Murphy R. J. Rockwell, vp of e	..... UP, INS RCA

DIRECTORY OF TV STATIONS OF THE UNITED STATES

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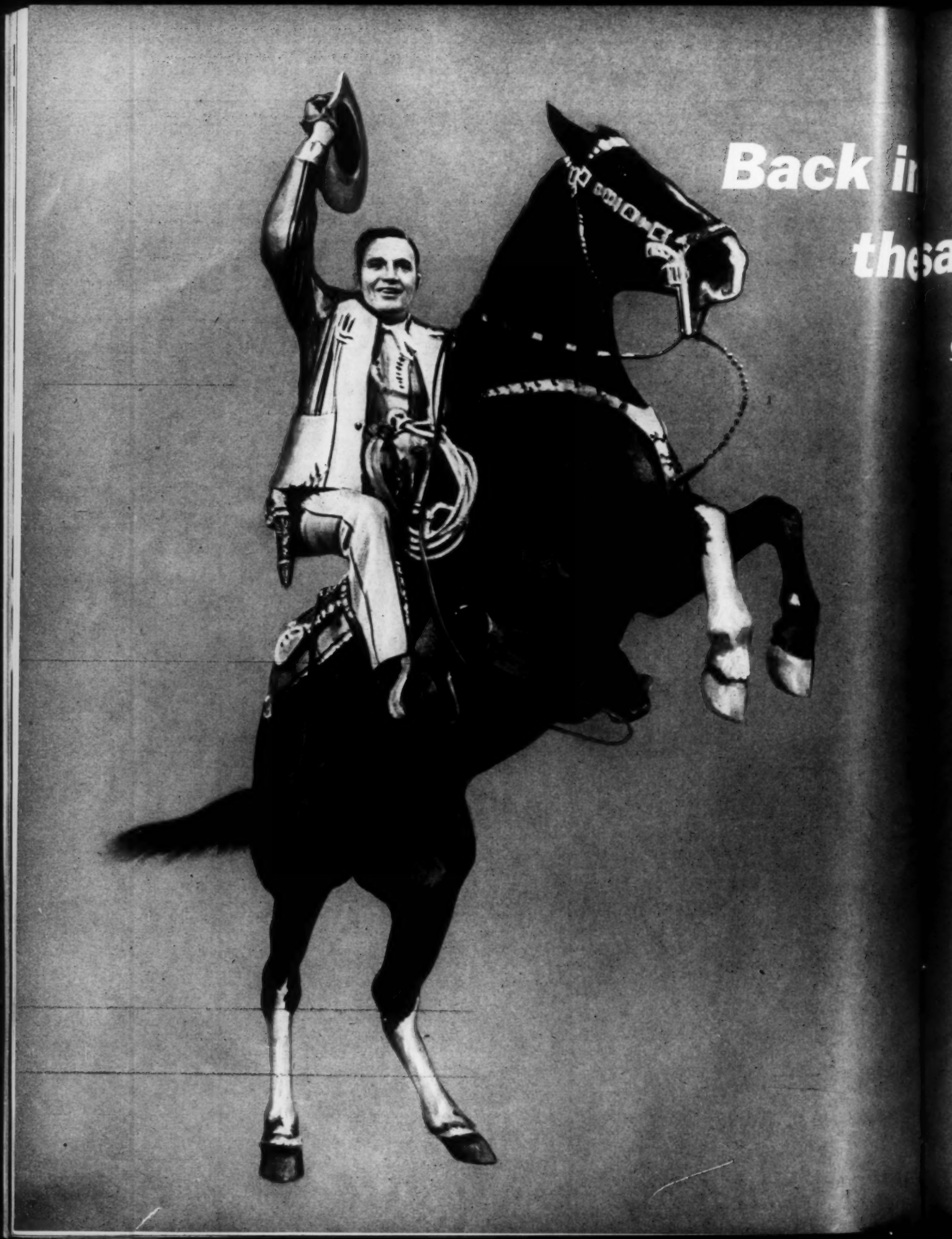
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter
OHIO (Cont'd)							
CLEVELAND							
WEWS 1947	Ch. 5 76-82mc 8.15kw-aur.; 16.3kw-vis.	Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454	ABC CBS Branham	Jack R. Howard, p James C. Hanrahan gm	J. Harrison Hartley, sta. d Donald E. Pierce, pd	Joseph B. Epperson, ce F. E. Weidman, adv. m	..... UP DuMont
WNBK 1948	Ch. 4 66-72mc 9kw-aur.; 15kw-vis.	National Bcstg. Co. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot	Joseph H. McConnell, p (NBC) John McCormick, gm Harold Gallagher, cm	Philip L. Worcester, pm & prod. m S. E. Leonard, ce Albert M. Henderson, pmd & publ. d	Edward Wallace, n & spl. e. d Albert L. Odeal, film d Andrew L. Hammerschmidt, opers. sup.	Thesaurus AP, UP Acme RCA,
WXEL 1949	Ch. 9 186-192mc 13kw-aur.; 21kw-vis.	Empire Coil Co. Inc. 4501 Pleasant Valley Rd. at State Rd. Victory 3-8400	ABC, CBS DuMont Katz	Herbert Mayer, p & co Franklin Snyder, gm Richard C. Wright, cm	Thomas B. Friedman, ce John Safer, prod. coor.	Barbara Synder, publ. d	UP ..... GE
COLUMBUS							
WBNS-TV 1949	Ch. 10 192-198mc 12.15kw-aur.; 24.3kw-vis.	WBNS-TV Inc. 33 N. High St. Fletcher 3538	CBS Blair TV	Richard A. Borel, d of TV Robert D. Thomas, slm	Jerome R. Reeves, p & pmd Edward H. Bronson, sta. d	Lester H. Nafzger, td	..... AP, Telenews RCA
WLWC 1949	Ch. 3 60-66mc 12.8kw-aur.; 15.2kw-vis.	Crosley Bcstg. Corp. 3165 Olentangy River Rd. Jefferson 5441	NBC	J. D. Shouse, chmn. of bd. Tom Gleba, pd	James Leonard, gm George Henderson, sld		
WTVN 1949	Ch. 6 82-88mc 3.5kw-aur.; 6.5kw-vis.	Picture Waves Inc. Fletcher 1520	ABC DuMont Headley-Reed	Edward Lamb, p & co John Rossiter, gm Roger LaReau, cm	Colin Male, pd Joe Gill, ce		L-W AP RCA
DAYTON							
WHIO-TV 1949	Ch. 13 210-216mc 12.6kw-aur.; 24.6kw-vis.	Miami Valley Bcstg. Corp. 45 South Ludlow St. Adams 2261	ABC, CBS DuMont Hollingbery	James M. Cox Jr., p Robert H. Moody, gm	Harvey R. Young Jr., cm		
WLWD 1949	Ch. 5 76-82mc 8kw-aur.; 16kw-vis.	Crosley Bcstg. Corp. 4595 S. Dixie Highway Walnut 2101	NBC	James D. Shouse, chmn. of bd. H. P. Lasker, gm	W. J. Williamson, cm A. Donovan Faust, pd Howard Lepple, ce	Dorothy Sanders, pm & pub. m	UP Crosley
TOLEDO							
WSPD-TV 1948	Ch. 13 210-216mc 12.33kw-aur.; 25kw-vis.	The Fort Industry Co. 136 Huron St. Adams 3175	ABC, CBS DuMont NBC Katz	George B. Storer, p & co E. Y. Flanigan, gm Glenn Jackson, pd	William Stringfellow, ce Elaine Phillips, film d Chris Montross, rem. d		L-W, Thes. INS RCA
OKLAHOMA							
OKLAHOMA CITY							
WKY-TV 1949	Ch. 4 66-72mc 12kw-aur.; 6.1kw-vis.	WKY Radiophone Co. Skirvin Tower 3-4306	ABC, CBS DuMont, NBC Katz	E. K. Gaylord, p & co P. A. Sugg, sta. m Hoyt Andres, adm. asst.	R. E. Chapman, cm Robert Olson, pd Gene Dodson, pmm H. J. Lovell, ce		UP RCA
TULSA							
KOTV 1949	Ch. 6 82-88mc 8.5kw-aur.; 16.5kw-vis.	George E. Cameron Jr. 302 So. Frankfort 2-9233	ABC, CBS NBC, DuMont	George E. Cameron Jr., p & co Maria Helen Alvarez, gm	John Hill, cm James M. Orchard, pd George Jacobs, ce	Robert Freeland, d of pub. rel.	UP, INS RCA
PENNSYLVANIA							
ERIE							
WICU 1949	Ch. 12 204-210mc 1.5kw-aur.; 2kw-vis.	Dispatch Inc. 3514 State St. 4-0174	ABC, CBS DuMont, NBC Headley-Reed	Edward Lamb, p Paul Albracht, treas. Herbert S. Stewart, gm & cm	Don Lick, pd Michael Csop, ce	Richard Johnson, tm Al Swinhart, pdm	AP DuMont
JOHNSTOWN							
WJAC-TV 1949	Ch. 13 210-216mc 3.7kw-aur.; 6.5kw-vis.	WJAC Inc. 329 Main St. 9-1965	ABC, CBS DuMont NBC Headley-Reed	W. W. Krebs, p A. D. Schrott, m	Frank Cummins, pd N. L. Straub, ce		AP, Telenews RCA
LANCASTER							
WGAL-TV 1949	Ch. 4 66-72mc 1kw-erp	WGAL Inc. 8 West Wing St. 5251	ABC, CBS, NBC, DuMont Meeker	Clair R. McCollough, p Harold E. Miller, sm	J. Robert Gulick, natl. slm		
PHILADELPHIA							
WCAU-TV 1948	Ch. 10 192-198mc 14kw-aur.; 25kw-vis.	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS CBS Radio Sales	Donald W. Thornburgh, p & gm Joseph L. Tinney, vp & asst. gm.	Charles Vanda, vp & TV d John S. deRussy, cm Robert N. Pryor, publ. d	Thomas Freebairn-Smith, opers. d John G. Leitch, vp & d of e	Official Films, Assoc. Artists Film Equities AP, UP, RCA
WFIL-TV 1947	Ch. 6 82-88mc 13.5kw-aur.; 27kw-vis.	Triangle Pub. Inc. Widener Bldg. Evergreen 2-4700	ABC, DuMont Katz	Roger W. Clipp, gm Kenneth W. Stowman, TV slm Henry Rhea, asst. ce chg. of TV	Donald S. Kellett, adm. asst. to gm Louis E. Littlejohn, ce John Steck, m of proj. & prod.	Felix Meyer, m of opers. Walter Tillman, d of films	..... AP RCA
WPTZ 1941	Ch. 3 60-66mc 8kw-aur.; 16kw-vis.	Philco Television Bcstg. Corp. 1800 Architects Bldg. Locust 4-2244	NBC NBC Spot	Ernest B. Loveman, vp & gm Rolland V. Tooke, asst. gm	John J. Kelly, pmm & publ. m Alexander W. Dannenbaum Jr., cm	Raymond J. Bowley, ce E. Preston Stover, m of prog. opers.	..... UP RCA

(Continued on page 82)


Back in
thes

saddle again!

Already the greatest Western star of 'em all in four major media of entertainment,* Gene Autry's up and over in still another! After just three months on television, he's solidly in the saddle rating-wise, with a larrupin' 18.8 national rating for his new TV film series†... *with an audience of more than 5,000,000 tall and small fry viewing the show each week!*

And he's sittin' pretty with critics and sponsors, too. (For just a *few* of the cheers, see right.)

Hit the television trail with Gene and his action-packed series of half-hour Western films (the *first* film series made expressly for TV by a cowboy star) and you'll be in for one of the biggest sales roundups in all advertising.

To corral your share of customers—as smart advertisers are already doing in *28 markets*—just ask Radio Sales for details and availabilities in your area.

*Radio, movies, records and personal appearance tours

†ARB TV National Rating Report, Oct. 1950

Radio Sales

Radio and Television Stations Representative... CBS

RADIO SALES TV PRODUCTIONS: GENE AUTRY SHOW, STRANGE ADVENTURE, HOLLYWOOD ON THE LINE, BRITISH FEATURES, VIENNA PHILHARMONIC ORCHESTRA, WORLD'S IMMORTAL OPERAS

"Have had many letters and calls from our dealers, distributors, and salesmen on fine quality of this program... many noting an increase in sales. Highly pleased with reports to date"
E. J. BRACH & SONS, *Autry sponsors in 15 markets*

"Snappy horse opera" **N. Y. TIMES**

"Looks like we've got ourselves a new hero on the television western front, and a mighty good one at that!" **RADIO DAILY**

"If you don't believe Westerns filmed specifically for television are infinitely superior on video than those made originally for theater exhibition, catch the Gene Autry series on CBS... very, very good" **THE FILM DAILY**

"New angle... Autry and his associates have made some long-needed technical changes"
TIME MAGAZINE

"Should make Autry one of TV's big guns" **BILLBOARD**

"Typical Autry entertainment, a compound of action and good humor... far better than pictures originally created for showing in theatres"
N. Y. DAILY NEWS

"One of the hottest film packages in TV" **TELEVISION MAGAZINE**

"Stripped of all unnecessary frou-frou and complication... straight and simple and clean"
THE MORNING TELEGRAPH

"Autry indicates that he can hold his own on video. He's transplanted his screen personality to this medium in a manner that will continue to hold a high degree of favor" **VARIETY**

"Wonderful news for TV Western fans!" **TV GUIDE**

"Don't be surprised if it lands high up on any list of television ratings. It's a show geared precisely for its mass audience"
TODAY'S ADVERTISING

XUM

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

(Continued from page 79)

Executive Abbreviations

Owner o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter
PENNSYLVANIA (Cont'd)							
PITTSBURGH							
WDTV 1949	Ch. 3 60-66mc 8.3kw-aur.; 16.6kw-vis.	Allen B. DuMont Labs. Inc. Ch. of Commerce Bldg. Express 1-1071	ABC, CBS DuMont NBC	Allen B. DuMont, p Donald A. Stewart, gm Larry Israel, sld	Leslie Arries Jr., prog. oper. m Harry Munson, film d	Raymond Rodgers, ce	UP, INP DuMont
RHODE ISLAND							
PROVIDENCE							
WJAR-TV 1949	Ch. 11 198-204mc 15kw-aur.; 30kw-vis.	The Outlet Co. 176 Weybosset St. Gaspee 1-1071	ABC, CBS DuMont, NBC	Mortimer L. Burbank, chmn. of bd. John J. Boyle, gm & cm	Thomas C. J. Prior, ce		UP RCA
TENNESSSEE							
MEMPHIS							
WMCT 1948	Ch. 4 66-72mc 7.12kw-aur.; 13.6kw-vis.	Memphis Pub. Co. 3d & Madison Sts. 8-7464	ABC, CBS DuMont, NBC Branham	H. W. Slavick, gm J. C. Eggleston, cm			
NASHVILLE							
WSM-TV 1950	Ch. 4 66-72mc 7.2kw-aur.; 14.4kw-vis.	WSM Inc. 14th & Compton Ave.	Petry	J. H. DeWitt Jr., p Irving Waugh, cm	Jack Stapp, pd W. R. McDaniel, d publ & prom		
TEXAS							
DALLAS							
KRLD-TV 1949	Ch. 4 66-72mc 8kw-aur.; 15.8kw-vis.	KRLD Radio Corp. Herald Sq. Randolph 6811	CBS Branham	J. W. Runyon, p C. W. Rembert, mgng. d W. A. Roberts, cm	Roy George, pd J. W. Crocker, asst. m R. M. Flynn, ce	A. J. Putnam, pmm	UP GE
WFAA 1949	Ch. 8 180-186mc 13.5kw-aur.; 27.1kw-vis.	Dallas Morning News 1122 Jackson St. Riverside 9631	ABC, DuMont NBC Petry	E. M. (Ted) Dealey, p & co Martin B. Campbell, gm	Ralph W. Nimmons, natl. cm Alex Keese, local cm Bert Mitchell, pd J. R. Collins, ce	Lawrence E. DuPont, nd & sp. events d E. Ashley Dawes, pdm Carlos Dodd, tsup.	UP DuMont
FORT WORTH							
WBAP-TV 1948	Ch. 5 76-82mc 8.2kw-aur.; 16.4kw-vis.	Carter Publications 3900 Barnett St. Lockwood 1981 (Fort Worth) Tremont 7-9757 (Dallas)	ABC, NBC Free & Peters	Amon Carter, p Harold Hough, mgng. d George Cranston, mgng. d	Roy Bacus, cm Bob Gould, pd Tommy Thompson, pm Jack Rogers, publ. & pmm	R. C. Stinson, d of e James A. Byron, n ed.	AP RCA
HOUSTON							
KPRC-TV 1949	Ch. 2 54-60mc 7.5kw-aur.; 15kw-vis.	The Houston Post Lamar Hotel Fairfax 7101	ABC, CBS DuMont NBC Petry	W. P. Hobby, p Jack Harris, gm	Terry Lee, cm Frank Partin, prod. d	Paul Huhndorf, ce	AP GE
SAN ANTONIO							
KEYL 1950	Ch. 5 76-82mc 9kw-aur.; 17.9kw-vis.	San Antonio TV Co. Transit Tower Bldg. Garfield 8151	ABC, CBS DuMont Blair TV	W. D. Rogers Jr., p Frank Junell, cm	W. B. Robb, pd William J. Jackson, ce	Mort Dank, publ. & pm d Tom Maloney, film d	UP, Acme DuMont
WOAI-TV 1949	Ch. 4 66-72mc 10.8kw-aur.; 21.6kw-vis.	Southland Industries Inc. 1031 Navarro St. Garfield 4221	ABC, CBS NBC Petry	Hugh A. L. Halff, p & gm Jack Keasler, cm J. R. Duncan, pd	Dallas Wyant, pmm Charles L. Jeffers, ce Dick Perry, prod. m	Hull Youngblood, film m Imogene Stanley, publ. d	Ziv, Wilton Sterling Flamingo AP, UP, INS Telenews RCA
UTAH							
SALT LAKE CITY							
KDYL-TV 1948	Ch. 4 66-72mc 2kw-aur.; 4kw-vis.	Intermountain Bcstg. & TV Corp. Tribune-Telegram Bldg. 5-2991	NBC Blair TV	S. S. Fox, p & gm Dan Rainger, pdm	John M. Baldwin, vp-tech.		
KSL-TV 1949	Ch. 5 76-82mc 9.2kw-aur.; 18.4kw-vis.	Radio Service Corp. of Utah 145 Motor Ave. 5-4641	ABC, CBS DuMont Radio Sales	J. Reuben Clark Jr., p C. Richard Evans, gm Frank McLatchy, slm	D. Lennox Murdock, d of TV opers. Wayne Richards, pd	Vincent E. Clayton, ce	INS GE
VIRGINIA							
NORFOLK							
WTAR-TV 1950	Ch. 4 66-72mc 12.12kw-aur.; 24.24kw-vis.	WTAR Radio Corp. 720 Boush St. 56711	ABC, CBS DuMont, NBC Petry	Campbell Arnoux, p & gm John W. New, cm	Winston Hope, pd John C. Peffer, ce		Std. AP RCA
RICHMOND							
WTVR 1948	Ch. 6 82-88mc 6.4kw-aur.; 12.16kw-vis.	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair TV	Wilbur M. Havens, p & gm Walter A. Bowry Jr., cm & pmm	J. C. Rianhard, pd James W. Kyle, ce		L-W TP RCA DuMont

GPL Introduces First TV Camera Chain Designed from Start to Finish for Compactness and Ease of Operation

Compact GPL camera and control unit have been "human engineered" for easy, efficient use. Camera provides uniform focus adjustment for all lenses; iris is motor-controlled from rear of camera or from control unit, with lens opening shown on dials at both locations. Control unit has 8½" monitor tube.

Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL's new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been "human engineered" – designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement.

Logical components have been combined . . . fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, *with integral view finder*, is only 10¾" x 12½" x 22", weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.

SIMPLIFIED CONTROL

All controls are at the finger-tips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Target and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

IMPROVED SYNC GENERATOR

The sync generator, with its power supply, is a single unit, packaged for field use. Because binary counting circuits are used, and pulse width is controlled by delay lines, it provides circuit reliability better than present studio equipment. With this circuitry, all operator adjustments are eliminated.

READILY ADAPTABLE

GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. *Before you make any camera chain investment, get all the facts on this new addition to GPL's outstanding line of TV studio equipment.*

Write, Wire or Phone for Details

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

GENERAL PRECISION LABORATORY • INCORPORATED • GPL

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

Executive Abbreviations
Owner o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative				Transc. Library News Service Transmitter
WASHINGTON							
SEATTLE							
KING-TV 1948	Ch. 5 76-82mc 10kw-aur.; 19kw-vis.	KING Bcstg. Co. Smith Tower Mutual 1090	ABC, CBS DuMont NBC Blair TV	Henry B. Owen, p Hugh Feltis, gm Bob Priebe, opers. m	Al Hunter, cm Lee Schulman, pd George Freeman, ce		UP RCA
WEST VIRGINIA							
HUNTINGTON							
WSAZ-TV 1949	Ch. 5 76-82mc 8.5kw-aur.; 12kw-vis.	WSAZ Inc. W. Va. Bldg. 39441	ABC, CBS DuMont, NBC Katz	J. H. Long, p Marshall Rosene, gm L. H. Rogers, TV sta. m	James H. Ferguson, pd Leroy Kilpatrick, ce	Naseeb S. Tweel, prod. m Elizabeth Conaty, td	Flamingo AP RCA
WISCONSIN							
MILWAUKEE							
WTMJ-TV 1947	Ch. 3 60-66mc 10.2kw-aur.; 16.1kw-vis.	The Journal Co. 720 E. Capital Dr. Marquette 8-6000	ABC, CBS NBC, DuMont Harrington, Righter & Parsons	Walter J. Damm, vp & gm L. W. Herzog, asst. gm R. G. Winnie, sm Bruce Wallace, pmm	Philip B. Laesar, radio-TV eng. m George Comte, asst. m George Nicoud, asst. m	Neale V. Bakke, local slm Frank Bignell, tm	AP RCA

SURGERY SHOWN

RCA Cooperates on Series

SURGERY instruction is being demonstrated to members of four leading Latin American medical groups, RCA has announced. RCA is cooperating with E. R. Squibb & Sons, which started the showings at the Inter-American Congress of Surgery in Lima, Peru, fortnight ago, and held another last week before the Surgical Society of Bogota, Columbia. Other showings are scheduled for the Society of Clinical Study at Havana, Cuba (Dec. 11-13) and the Dominican Medical Assn. at Ciudad Trujillo (Dec. 19-21).

Standard RCA television broadcasting equipment was shipped to South America for use in the presentations. Equipment includes two image orthicon cameras, control apparatus and two microwave relay antennas. Two RCA "life size" TV projection units, capable of showing images up to six by eight feet in size, and 15 RCA Victor 16-inch receivers are being used to show the demonstrations. Richard H. Hooper, RCA Victor promotions manager, heads the production crew of six technical experts.

WHEN WDTV (TV) Pittsburgh opened its new studios Nov. 19, Mayor David L. Lawrence of Pittsburgh (r) threw the first switch officially opening the studios. Also present for the ceremonies (l to r): Larry Israel, WDTV sales director; Raymond W. Rodgers, chief engineer, and Donald A. Stewart, general manager of the DuMont station.

New Videodex Clients

CECIL & PRESBREY, Dancer-Fitzgerald-Sample, Duane Jones and Erwin, Wasey Co. have become subscribers to the full videodex service, comprising a national summary project report of all network programming, both commercial and sustaining, in 63 markets, and individual reports for 17 markets accounting for over 92% of all sets in the area served by cable-connected stations. More cities will be individually reported on beginning next month, according to Allan V. Jay, president, Jay & Graham Research Inc., publisher of Videodex television reports.

FILM ORDERS

Richert Heads ATS Committee

GENE RICHERT, account executive and TV manager of G. M. Basford Co., has been appointed chairman of the special committee formed by American Television Society to study the problem of securing standardized specification forms for use by agencies in ordering film commercials for television from film producers.

Committee comprising both agency and producer members was authorized by the ATS board [BROADCASTING • TELECASTING, Nov. 20] and appointed last week by David Hale Halpern, ATS president.

Other members in addition to Chairman Richert are:

Thomas J. Dunford, general production manager, Transfilm Inc.; John Freese, technical director of TV films for Young & Rubicam; G. David Gudebrod, director of film production, N. W. Ayer & Son; Leslie Roush, president, Leslie Roush Productions Inc.

SCHOOL TV

WICU Sets Plans

FORMAL approval of a plan whereby classroom instruction and other school programs are telecast over WICU (TV) Erie, Pa., has been approved by the local school board. The daily programs started fortnight ago, according to Dr. Frank Miller, assistant superintendent of schools and head of Erie's Television Advisory Committee.

Initial programs will demonstrate to the public teaching methods, types and contents of courses.

ATAS OFFICERS

Nominate Landsberg as Pres.

KLAUS LANDSBERG, vice president of Paramount Television Productions and general manager of KTLA(TV) Los Angeles, was one of a slate of five nominated as president of the Academy of Television Arts & Sciences, Los Angeles, at its recent meeting. Others included Robert V. Brown, program manager, KNBH(TV); James T. Vandiveer, manager of daytime programming, KECA-TV; Mike Stokey, producer of *Pantomime Quiz;* Freeman Lusk, moderator of *Teleforum* program.

Others nominated:

For office of first vice president: H. L. Hoffman, president, Hoffman Radio & TV Corp., incumbent second vice president; Frank Wisbar, producer, Bing Crosby Productions; Hal Roach Jr., vice president, Hal Roach Studios; Don Lauritzen, president, Rockett-Lauritzen (advertising agency). For second vice president: Robert V. Brown; Harlan Thompson, production supervisor, CBS-TV. Secretary: Betty Mears, Jon Slott, Dick Lane, Doria Balli. Treasurer: Fred Henry, assistant general manager, KLAC-TV; Robert Guggenheim, KNBH film director; Mark Finley, public relations director, KTSL (TV).

Mexico City Workshop

ADVANCED training in television and radio broadcasting will be given in Mexico City by Columbia College, Chicago, at the request of Mexico's National Assn. of Broadcasters, Columbia President Norman Alexandroff said last week. Two Mexican trainees of the school, Guillermo Camarena and Roberto Espinoza, will teach the courses under a workshop system. Forty enrollees were selected by Mexican broadcasters, and will be instructed in all phases of radio and television.

Magnetic recording CUTS TV film COSTS!

ERASEABLE, RE-USABLE magnetic recordings are ideal for recording extra "safety" copies of movie sound tracks. If the final master sound track is satisfactory, the magnetic safety copy can be erased and re-used again and again. This eliminates the waste involved in using an optical film sound track.

HIGH FIDELITY is maintained through repeated dubbings and re-recordings. The final sound track retains all the fresh, clear brilliance of the original recording. No expensive retakes because of scratchy, objectionable audio sections. And *immediate* playback means the director can check sound while the cast is still assembled!

LIP SYNCHRONIZATION is accurately controlled by recording on sprocketed "SCOTCH" Brand Sound Recording Film. This results in perfect synchronization from beginning to end because the sprocket holes in magnetic film can be perfectly synchronized with sprocket holes in motion picture film.

FULL DETAILS of how magnetic recording can help you produce better films at lower cost are yours for the asking. Just drop us a card and we will have a representative call and explain how magnetic recording fits in with your present plans and equipment. Address Dept. B-T120, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

COLOR RESEARCH

Lubcke Reviews Don Lee Work

DON LEE research on color television has mainly restricted itself to the "non-controversial" aspects of the subject, Harry R. Lubcke, director, TV research and colorvision for the network, told students of Los Angeles City College last Wednesday. Mr. Lubcke spoke on "The General Aspects of Color Television."

"Because accomplishments of color television on existing channel band widths constitute a near miracle scientifically," Mr. Lubcke said, "disagreement on the method of such an accomplishment can be readily understood. In our colorvision research we have been exploring those avenues which will be traveled regardless of the exact method utilized for the color process."

Among the non-controversial projects worked on by the network research staff has been the single direct-view television cathode ray tube.

ALLUDES COLOR

Syracuse U.'s New Disc

BLACK - AND - WHITE television became color TV when Syracuse U.'s TV center put into play in mid-November its newly-developed disc attached to regular sets. According to Don Lyon, TV program director, the black-and-white "color" was not "a gag" but "an experiment in optical illusion, and approximately half of the Central New York viewers who saw our *Exposition* program also saw color."

The show featured artists' interpretations of classical and modern music, which, according to the TV center, proved ideal for the first public showing of its experiment. TV personnel at the center have been working on the color illusion disc since last summer. The color producer is a disc on which various black-and-white designs are rotated at controlled rates of speed. Changes in design and speed had come up with various colors during several spot visual tests. Prior to the public demonstration, experiments were on closed circuit in the studio.

Exposition's audience had not been briefed to expect color, it was explained, but letters were received at the campus center following the telecast, describing what colors were detected. Not all persons saw the same color, blue seen most frequently and also yellow and green were prominent. Idea of getting color from black-and-white was conceived last summer by Arthur F. Weld, production director at the center. He has been working on the project with Howard R. Sharrott, a student at the university's College of Applied Science and engineer on the campus FM station staff, to find right combinations and speeds. Experiments are being continued in attempts to eventually find commercial application for the disc discovery, it was reported.

WHEN one agency official appears on a show placed by another agency, that's news. But this occasion also marked the TV debut of Lou Maxon (r), advertising executive. Checking cues with Mr. Maxon for his appearance on WXYZ-TV Detroit's *A Day With Kay* is Fred A. Epps, president of Rex Advertising Co., which places the show for Chateau Wines Corp. Mr. Maxon's recipe for tomato cocktail drew 304 requests from listeners. Show was conducted by Bud Lanker, *Detroit Free Press* columnist, for Kay Savage, food editor.

TV-ELECTRONICS

Assets Up to $5,560,000

NET ASSETS of Television-Electronics Fund Inc., subsidiary of Television Shares Management Corp., Chicago, increased to $5,560,000 on Oct. 31 from $2,781,000 a year earlier, according to the annual shareholders report. Realized and unrealized appreciation totaled $947,579, contrasted with $111,000 a year ago.

President Chester D. Tripp told shareholders total output of the electronics industry in 1951 at factory values will be "considerably above" that of 1950, despite curtailment of commercial production. He estimated military production of electronic equipment in the next 12 months at about $1½ billion. The increase in total output "will help maintain profits at relatively favorable levels despite increased taxes," he said.

'VISION' FOR JAPAN

Sen. Mundt Indicates TV Study Planned

FIRST step in projecting "Vision of America" as a U. S. government TV counterpart of Voice of America may be a "mission to Japan to make a detailed study" of what type of video service can be provided there.

The revelation is contained in a nationally circulated Sunday news feature authored by Sen. Karl E. Mundt (R-S. D.), a strong advocate of such a plan. Referring to appearances on Capitol Hill by such leaders as Gen. Dwight Eisenhower, Gen. George Marshall, John Foster Dulles and Bernard Baruch, all who testified for expansion of the U. S. information program [BROADCASTING, July 10], Sen. Mundt wrote:

"State Dept. leaders have been most impressed with preliminary investigation of this TV idea, and David Sarnoff, head of RCA, has joined with other industrial leaders to advance the proposal." Gen. Sarnoff, who often has predicted TV globe girdling, also appeared before Congress in support of the project.

Pinpointing the battle of ideas to two fronts—behind the Iron Curtain and to countries lying within its shadow — Sen. Mundt said the Voice still is the only effective weapon in combatting Russian propaganda in Communist areas. But on the other side of the curtain, he said, "there is a wide-open field for television" as a "medium of truth and education . . ."

According to engineers who have worked with the idea, Sen. Mundt revealed, Germany or Japan would be the most logical place to begin. A complete TV set up to "effectively blanket Japan from tip to tip" would cost $4,600,000, the equivalent cost of two B-36 bombers, he said. Programs originating in each country, using both film and live actors, local talent speaking local dialects and programs geared to interests and needs of the people, are envisioned by the Senator.

Also disclosed in Sen. Mundt's thinking is the probable use of relay stations 60 to 70 miles apart thus eliminating coaxiable cable expense. He estimated 22 relay stations would be needed to cover the country with each station costing about $180,000 for a total cost of $3,960,000. Other figures: $300,000 for engineering and supervision; $350,000 for equipment of a central studio, and $300,000 per year for operation.

Sen. Mundt also pointed up the fact that each relay point would contain an FM radio transmitter, thus permitting broadcast of local news and educational programs in addition to entertainment and music for each local community. A similar relay set up in Turkey or Indonesia would require about the same cost as for Japan, he said.

Method of reducing cost and eliminating the TV receiver situation would be placement of large screens, 6-ft. square, in schools, churches, local government buildings or in open air, he said.

Derby Negotiations

DERBY FOODS, Chicago, was still dickering with NBC and ABC last week via Needham, Louis & Brorby, same city, for a network TV show aimed at a children's audience, for Peter Pan peanut butter. Plans were indefinite as to which of several packages would be accepted, or the frequency with which the show would be telecast. Peter Pan formerly sponsored a half-hour of *Super Circus* on ABC-TV, and spots in 20 some markets.

Weather Vane Antenna

WITCHES, increasingly popular since the entrance of "Beulah Witch" on *Kukla, Fran & Ollie* (NBC-TV), will now ride high above television homes. The broomstick, modernized in untraditional form, is a weather vane, supporting an in-line television antenna. The innovation comes from Zenith Radio Corp., whose president, Comdr. Eugene F. McDonald Jr., wearied of unsightly TV antennas above homes. The Hollywood vane, which retails at $39.95, was developed to be a point of interest, rather than a decor detractor, to houses. The device is a combination weather vane and antenna, with the latter operating on both high and low TV bands.

INDEX DISPUTE

Nielsen, Hooper Arbitrating

THREE-MAN arbitration board is being organized to settle the business dispute betwen the A. C. Nielsen Co. and C. E. Hooper Inc. regarding the entry of Hooper into 12 cities with a TV popularity index. The move, reportedly in violation of agreements reached between the two market research firms when Hooper services were sold to Nielsen last March, will be arbitrated by three industry representatives.

Board will be comprised of two persons, one each selected by Hooper and Nielsen outside their own organizations, and a third to be selected by the first two. Inasmuch as the problem is termed one of "business and the radio industry" rather than of "research," the men probably will be picked from the radio field, a Nielsen spokesman said.

Arrangements between the two companies are "proceeding quite amicably," the spokesman said, and will probably be settled "in the same way." The arbitration board is attempting to organize and meet before the first of the year, but discussion may be postponed because of holiday activity. The Nielsen executive pointed out that the "question is not a legal one."

Big Ten Meet

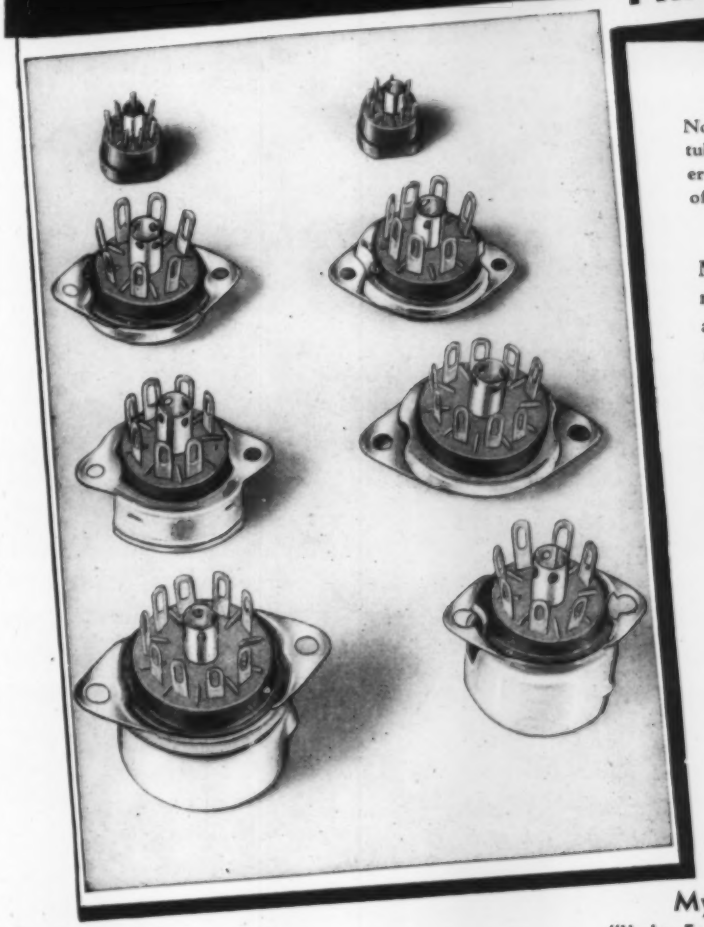
TELEVISION is slated as a major topic for discussion at the annual winter meeting of the Big Ten college conference in Chicago Dec. 6-10 at the LaSalle Hotel. An expected 80 persons from the schools, including athletic directors, ticket managers, publicity chiefs and coaches, will be on hand to hear the report of the conference television committee, a paper on the effects of TV on attendance, results of the Big Ten move to authorize its games for theatre television and post-game showings, and the entire problem of TV in movie houses.

MYCALEX

MINIATURE TUBE SOCKETS

7-PIN and 9-PIN . . . and SUBMINIATURES

PREMIUM INSULATION PRICED COMPETITIVELY



Now MYCALEX offers both 7-pin and 9-pin miniature tube sockets . . . with superior low loss insulating properties, at prices that offer ceramic quality for the cost of phenolics.

MYCALEX miniature tube sockets are injection mounded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

Produced in two grades: MYCALEX 410 conforms to Grade L4 specifications, having a loss factor of only .015 at 1 MC. It is priced comparably with mica filled phenolics.

MYCALEX 410X is for applications where low cost of parts is vital. It has a loss factor only one-fourth that of "everyday" quality insulating materials, and a cost no greater.

Prices gladly quoted on your specific requirements. Samples and data sheets by return mail. Our engineers will cooperate in solving your problems of design and cost.

Mycalex Tube Socket Corporation
"Under Exclusive License of Mycalex Corporation of America"
30 Rockefeller Plaza, New York 20, N. Y.

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U.S. PAT. OFF.

MYCALEX CORP. OF AMERICA
"Owners of 'MYCALEX' Patents"
Executive Offices: 30 Rockefeller Plaza, New York 20, N. Y. Plant and General Offices: Clifton, N. J.

Building 'Toast'

(Continued from page 66)

garet Truman, Pat O'Brien, Mimi Benzell, Rudy Vallee, Tony & Sally De Marco, Reginald Gardiner, Sarah Churchill, Leonard Warren, Anna Maria Alberghetti, Bert Lahr, Carol Bruce, Frankie Laine, Nanette Fabray, Billy Eckstine, James Barton are dynamite at the boxoffice.

Thirdly, we had a smoothly working team, with Marlo Lewis, Johnny Wray, Allen Ducovny and all the rest, accustomed to turning out shows without the troubles which beset any new series.

Fourthly, our dealers were told that the competition was going to be heavy, but that we were confident of our success. They went along. The factory helped out with extra promotion and talent budgets. Promotionwise, the agency and CBS worked out continuing projects which bulwarked the national promotion effort.

Another major help to our efforts has been the consistent support of the stations. Each one of them rallied round the flag with its best efforts. It's fair to say that the strength of our show rests, to a large extent, upon the efforts of local stations and their promotion men.

Rating Improves

All in all, there were no concessions on the part of *Toast of the Town*. We had our audience and we intended building it—not losing it to another show. While it is still early at this writing, it's interesting to note that our rating has gone up during the first month of our serious competition. As a matter of fact, our fourth rating, based upon a Trendex 10 city survey, was considerably higher than the opposition.

We do not underrate the stars who are now bucking *Toast of the Town*. But it was our feeling that a strong program content, consistent promotion, and much sweat would hold the CBS fort against any comers.

We'll stand on the record!

PHONEVISION

Test Delayed 'Several Days'

THREE-MONTH Chicago test of Phonevision, Zenith's dollar-in-the-slot system of TV, was delayed "several days" from the FCC approved Dec. 1 starting date "pending final selection of feature motion pictures to be used." This was reported by Ted Leitzel, in charge of public relations for Zenith, on Friday.

He said final selection of films, which will total 90 or one a day in all, is being made now by Zenith representatives in New York.

Beginning of the Phonevision test is made possible by "decision of several of the film producing companies to provide films for the experiment," Mr. Leitzel said.

MOVIE ADS

'Boxoffice' Surveys TV Use

USE of television by motion picture exhibitors is reported in the Nov. 25 issue of *Boxoffice* which says "the high cost of telecasting time and the tieup of preferred time by national accounts has to date limited video as an advertising channel for motion picture theatres."

A survey was conducted by *Boxoffice* following suggestions made at a recent convention of the Theatre Owners of America in Houston that exhibitors use television for advertising. In addition to the cost factor, it also is pointed out that "techniques of presentation had not been developed satisfactorily."

HUBBELL BOOK

Covers Programs, Production

TELEVISION PROGRAMMING & PRODUCTION. (Second Edition.) By Richard Hubbell. New York: Rinehart & Co. Inc. 240pp. $3.25 college, $4.50 trade.

IN THIS revised and enlarged edition of his book, Mr. Hubbell's purpose is "(1) to analyze and define the nature of television; (2) to formulate basic theory for its development as an art form; (3) to demonstrate practical techniques for program production; (4) to show how television programs are created and produced."

Illustrated with more than 80 photographs, *Television Programming & Production* is a comprehensive survey of the whole field of television, examining it from both the artistic and scientific angles. The art of television is compared to the art of the motion picture, the theatre, and so-called "blind radio." The science of television is discussed in several chapters dealing with the television camera, camera mobility, camera techniques, picture composition, editing, video effects and lighting.

VEHICLE VIDEO

ICC Plans Ban

THE INTERSTATE Commerce Commerce Commission is of the opinion that a truck driver can't operate his vehicle and look at television at the same time. To point up its position, the ICC has proposed rule making that would prohibit the location of a video screen in the driver's compartment, unless placed in back of the operator's seat.

The proposal was made last week in a lengthy revision recommended by the ICC on highway safety. Rules are scheduled to go into effect early next year if comment, to be heard through Dec. 29, is favorable. All vehicles under the jurisdiction of the commission would be affected by the rule-making.

Put the "655" thru the Studio-Test

SEE Why Audio Engineers Switch to this

SLIM-TRIM

TV DYNAMIC

Test it for lows!
Test it for highs!
Test it for fidelity!
Test it for voice!
Test it for music!
Test it for versatility!
Test it for ruggedness!
Test it for "non-pop"!
Test it for convenience!
Test it indoors, outdoors!

The only Microphone with all these Features!

Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. ± 2.5db • Individually Laboratory Calibrated • Power Rating -53 • Pop-Proof Head; built-in Blast Filter stops wind and breath blasts • Exclusive Acoustalloy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • ½" or ⅝"-27 thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. *Write today for further facts!* **Model 655.** *Price*....**$200**

Send for Catalog No. 110

it's EV for TV

MICROPHONES • SPEAKERS
PHONO PICKUPS • TV BOOSTERS

Electro-Voice

402 CARROLL STREET • BUCHANAN, MICHIGAN

Export: 13 East 40th St. New York 16, N.Y., U.S.A. Cables: Arlab

MUSIC HALL VARIETIES

THE NATION'S MOST ENTERTAINING TV FILM MUSICALS!

MUSIC HALL VARIETIES ARE TELECAST TODAY TO 52% OF THE NATION'S TV AUDIENCES.

MUSIC HALL VARIETIES . . .

- Make an ideal participation program.
- Can be programmed into telecasts of from 5 minutes to an hour.
- Feature name artists known and appreciated by millions.
- Give TV audiences elaborate production numbers—staged and directed by outstanding producers of filmdom.
- Offer variety that entertains the entire family.

STARS!

HERE FOR EXAMPLE ARE SOME OF THE THOUSANDS OF DOLLARS WORTH OF STARS YOU CAN GIVE YOUR AUDIENCE WITH MUSIC HALL VARIETIES:

SPIKE JONES
KITTY KALLEN
CONNIE HAINES
MEL TORME
VINCENT LOPEZ
TONY PASTOR
GALE STORM
MAURICE ROCCO
HENNY YOUNGMAN
GERTRUDE NIESEN
LOUIS ARMSTRONG
JERRY BERGEN
CLIFF EDWARDS
TED FIO RITO
ALAN LADD
CHARLIE SPIVAK
GENE KRUPPA
MILLS BROTHERS
KING SISTERS
LOUIS JORDAN
LUBA MALINA
LAWRENCE WELK
EATON BOYS
YVONNE DE CARLO
CAB CALLOWAY
MARILYN MAXWELL
NORO MORALES
MABEL SCOTT

OFFICIAL TELEVISION, INC.

25 WEST 45TH STREET, N. Y. 19, N. Y. — LU 2-1700

A COMPLETE TELEVISION FILM SERVICE . . .

SPORTS . . . PARADE OF EVENTS . . . TRAVEL . . .
FEATURES . . . CARTOONS . . . MUSIC

XUM

Telestatus

(Continued from page 62)

bought schedules on 40 or more stations.

Advertisers of Food & Food Products were the most active users of TV time during October in terms of number of accounts (see table). In all there were a total of 849 accounts active in this classification during the month. There were reportedly 716 firms which used TV to promote the sale of Household Furnishings, Equipment & Supplies. Automotive, Automotive Equipment & Accessories were backed by 431 different advertisers in October.

Food & Food Products lead the users of network time in the number of active accounts with 28. In the Household classification there were 18 active sponsors, while Automotive and Confectionery & Soft Drinks were tied for third place in the network category with 17 accounts each.

Locally, Household Furnishings, Equipment & Supplies were the most active users of the medium with 614 accounts. There were 516 firms which promoted Food & Food Products through TV on the local level.

* * *

American Research Gives November Report

MILTON BERLE'S *Texaco Star Theatre* was seen in an estimated 5.5 million homes during the first week in November, according to the latest report from the American Research Bureau released last week. The program attained a rating of 60.3. Top 10 programs by rating and rank were reported in the ARB TV-Nationals for the week Nov. 1-7 as follows:

RANKING BY POPULARITY RATING

1. Star Theatre	60.3
2. Fireside Theatre	43.6
3. Philco TV Playhouse	41.8
4. Godfrey's Talent Scouts	40.5
5. Your Show of Shows	38.8
6. Toast of the Town	37.5
7. Comedy Hour (Cantor)	37.1
8. The Lone Ranger	36.4
9. Hopalong Cassidy	36.0
10. Four Star Revue (Durante)	34.4

RANKING BY HOMES REACHED

	(Add 000)
1. Star Theatre	5,500
2. Philco TV Playhouse	3,625
3. Your Show of Shows	3,340
4. Comedy Hour (Cantor)	3,145
5. Toast of the Town	3,100
6. Fireside Theatre	2,960
7. Stop the Music	2,825
8. Godfrey's Talent Scouts	2,800
9. Kraft TV Theatre	2,792
10. Four Star Revue (Durante)	2,780

* * *

TV News Covered By Two Colleges

STATUS of television news has been reported in current publications of two different state universities. Professor Harry Heath Jr., of Iowa State College, reports in the fall issue of the *Journalism Quarterly* that "once television is firmly established and a money-making member of the mass communications family, it's reasonably certain that remote pickups, well-edited newsreels and a limited number of stills will make up virtually the entire video news fare." Motion picture news will largely supplant still pictures on television newscasts within the next five years, according to Professor Edward C. Lambert of the U. of Missouri School of Journalism. His views were based on statements of 61 television station executives and were published in a bulletin released by the university. Professor Heath's views were based on correspondence with TV news editors, visits to various stations and his own experience in news work at WOI-TV Ames, Iowa.

* * *

'Star Theatre' Heads New York Nielsen List

IN the New York area the most popular TV program during the four weeks ended Nov. 11 was *Texaco Star Theatre*, according to a report last week by A. C. Nielsen Co. The top 10 evening, once-a-week programs were reported as follows:

RANK	PROGRAM	NIELSEN TV-RATING+ HOMES %	HOMES (000)
1.	Texaco Star Theatre	60.3	1,007
2.	Philco Playhouse	38.7	646
3.	Toast of the Town	37.8	631
4.	Godfrey's Talent Scouts	37.7	630
5.	Colgate Comedy Hour	37.2	621
6.	Man Against Crime	37.0	618
7.	Your Show of Shows (Snowcrop)	34.5	576
8.	Fireside Theatre	34.4	574
9.	Your Show of Shows (Participating)	33.6	561
10.	Mama	30.7	513

Copyright 1950 by A. C. NIELSEN CO.

SET ADS PROBE

FTC Studies Specimens; RTMA Plans Rules

SPECIMENS of broadcast and published advertisements circulated by American Television Dealers and Manufacturers as part of the so-called "child appeal" campaign began pouring into Federal Trade Commission's Radio and Periodical Advertising Division last week in compliance with the commission's request [BROADCASTING • TELECASTING, Nov. 27].

The advertisements, which prompted FTC to initiate a probe into the "truth or falsity of statements and representations" after numerous complaints, came in from manufacturers and Ruthrauff & Ryan Inc., New York, the agency which has handled the campaign.

FTC authorities felt there would be no early decision on its probe until the division has had sufficient time to study the advertising matter, which covers a three-months period. Once it has completed its inquiry, two courses will be open to the commission, authorities pointed out.

If FTC officially sustains the protests, it will either (1) evolve a stipulation agreement for compliances by American Television Dealers and Manufacturers and the agency or (2) issue a formal complaint charging "false or misleading" advertising and invite comments from the group and agency. In the latter eventuality, hearings may be held if requested by the respondents.

The first campaign theme included a statement to the effect that TV is a virtual necessity to children's morale and social standings. The second advertisement, however, featured a "positive" theme, playing upon television's educational benefits.

The $2 million advertising campaign comprises both published ads and radio spots, and drew support of more than a score of top TV set makers.

Dismissal Possible

In view of the fact that the dealers-manufacturers group modified its original advertisement after widespread criticism, authorities thought it likely that, even if FTC did find the advertising objectionable, the case would be dismissed with a routine "stipulation agreement." It also was pointed out that the original advertisement was a one-time venture, not a "running" series involving the same controversial theme, and that the questionable matter had been eliminated.

Meanwhile, a special Trade Practice Conference Committee to handle a proposed drafting of rules which would expand radio standards to the television industry has been named by Robert C. Sprague, president of Radio-Television Mfrs. Assn. [CLOSED CIRCUIT, Nov. 27].

Appointment of the committee was authorized by the RTMA board at its mid-November meeting on recommendation of the Set Division Executive Committee. FTC will be asked to authorize application of rules governing claims for radio receivers to the television industry. Radio rules were promulgated June 22, 1939.

Committee members are Benjamin Abrams, Emerson Radio & Phonograph Corp., chairman; H. C. Bonfig, Zenith Radio Corp.; J. B. Elliott, RCA Victor; Paul V. Galvin, Motorola Inc.; Larry F. Hardy, Philco Corp.; Robert C. Tait, Stromberg-Carlson Co.

DuMONT ACCOUNTS

List New Sponsor, Renewals

ONE NEW national advertiser and four network account renewals were announced by DuMont TV Network last week. Eversharp Inc. (Schick Razors) is sponsoring the 10:15-10:30 p.m. segment of *Saturday Night at Madison Square Garden* from Nov. 18 through March 31. Agency is Biow Co., New York.

Renewals: Food Store Programs Corp., sponsoring *Star Time*, Tuesday, 10-11 p.m. for 13 weeks effective Dec. 5, through Franklin Bruck; Bond Clothing Stores, sponsoring *Hands of Mystery*, Friday, 9-9:30 p.m., effective Dec. 8, through Grey Adv.; Consolidated Cigar Corp., sponsoring *The Plainclothesman*, Wednesday, 9:30-10 p.m., for 26 weeks, through Erwin Wasey & Co.; Tidewater Assoc. Oil Co., sponsoring *Broadway to Hollywood*, Wednesday, 10-10:30 p.m., from Dec. 6- to Dec 27, through Lennen & Mitchell.

- 17 TUBES INCLUDING 5" CRT.
- 10 MILLIVOLT SENSITIVITY
- 12 MEGACYCLE BANDWIDTH
- DEFLECTION PLATES AVAILABLE ON TERMINAL BOARD
- CONTINUOUSLY VARIABLE CALIBRATOR
- SWEEP MAGNIFICATION 5 TIMES SCREEN SIZE
- GOOD TRANSIENT RESPONSE
- TRIED AND PROVEN CIRCUITS
- CRT CALIBRATION GRID

$349.50 LIST COMPLETE WITH LOW CAPACITY PROBE

WRITE FOR DATA SHEET B

12 MC OSCILLOSCOPE MODEL T-601

Now! A top quality engineer's oscilloscope combining ALL the features of a laboratory instrument in one convenient size, light-weight, low cost unit.

TEC TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA THE AHEARN & SOPER CO LTD OTTAWA

JWT Tops Billings

(Continued from page 53)

with none of the wild disproportions that characterized some of the earlier years in television. However, the new TVA agreements and impending music negotiations tend to invalidate this year's trend as any secure guide to the future.

Of its $10 million, J. Walter Thompson spent approximately $5 million on production costs for the following shows: Ballantine's International Boxing Club, *Believe It or Not*, part of *Kukla, Fran & Ollie*, *Kay Kyser's College of Musical Knowledge*, *Actor's Studio*, *Front Page*, *Super Circus*, *Auction-Aire*, *Kraft Television Theatre*, *Saturday Night Review* and *Lux Video Theatre*.

Y & R expended $4.5 million out of its $8 million total for production on: *Aldrich Family*, *Bert Parks Show*, *Fred Waring Show*, *The Goldbergs*, *Holiday Hotel*, *Hopalong Casisdy*, *Talent Scouts*, *We, the People*, *Paul Whiteman Goodyear Revue*, *Silver Theatre*, *Pulitzer Prize Playhouse*.

Maxon Inc. paid out approximately $4.5 million for production out of its overall figure of its $7 million. The agency network shows include: *Hank McCune Show*, *Show of Shows*, Gillette's sporting events including boxing, World Series and the baseball games, *Homemakers Exchange* and *DuMont Star Time*.

Kudner Allocations

Kudner Agency allotted $3.5 million of its $6.5 million for production costs on the following shows: *Martin Kane*, *Texaco Star Theatre*, *Stop the Music* and *Lights Out*.

Lennen & Mitchell spent approximately $2 million for production of its overall $5 million for the following shows: *Stop the Music*, *Cavalcade of Bands*, *Old Golds Amateur Hour*, and *Colgate Theatre*.

Foote, Cone & Belding outlayed approximately $3.5 million of its $6 million for production costs for the following shows: *The Clock*, *Look Your Best*, *The Bob Hope Show*, *Comedy Hour* (in part), *Hopalong Cassidy*, *Arthur Godfrey & His Friends* (part), *Stars Over Hollywood*, *Toni Twin Time*.

BBDO production costs during 1950 were estimated at about $2.3 million of its $4 million billing for the following shows: *The Robert Montgomery Show*, *The Hit Parade*, *This Is Show Business*, *Sam Levinson Show*, *Groucho Marx*, *You Bet Your Life*, *Betty Crocker Show*, *Celebrity Time*, *Circle Theatre*, *Jack Benny Program*, *Roller Derby* (part), *Homemakers Exchange*, *Saturday Night Revue* (part), *John Daly News*, *Show of Shows* (in part).

William Esty designated an estimated $1.8 million for production costs of its $4 million for the following shows: *Camel News Caravan*, *Man Against Crime*, *Ed Wynn Show*, *Super Circus* (in part), *The Colgate Theatre*, *Vaughn Monroe Show*.

McCann-Erickson expended an estimated $2 million of its $4 million in production for the following: *Garroway at Large*, *The Show Goes On*, *Studio One*, *T-Men in Action*, *Homemakers Exchange*, *The Wayne King Show*, football games for Standard Oil Co. of New Jersey.

Production Cost

Cunningham & Walsh spent approximately $1.7 million on production of its $3.5 million for the following: *Chesterfield Supper Club*, *Arthur Godfrey & His Friends*.

Biow Co. allotted $1.7 million of its $3.5 million for production on the following shows: *Faye Emerson Show*, *Horace Heidt*, *Truth or Consequences*, *Candid Camera*, *Herb Shriner*, *Sports Interview*, *Saturday Night Review*.

Ruthrauff & Ryan devoted $1.9 million for production costs of its $3 million for the following shows: Roller Derby, World Series, *Showtime U S A*, *Zoo Parade*, *Big Town*, *College Bowl*, *Four Star Revue*, *Gene Autry*, *Party Time*.

Benton & Bowles spent approximately $1.5 in production of its $3 million for the following shows: *Life Begins at 80*, *I Remember Mama*, *Penthouse Party*, *Robert Q. Lewis Show*, *Faye Emerson Show*, *This Is Show Business*, *Show of Shows*.

Kenyon & Eckhardt, laid out an estimated $1.2 million for production out of its $2.3 million billings for the following shows: *Ford Theatre*, *Ed Sullivan's Toast of the Town*, *Peter and Mary Show*, and *Magnavox Theatre*.

Weintraub Budget

William Weintraub spent an estimated $1 million of its $2 million budget in production for the following shows: *Broadway Open House*, *Ellery Queen*, and *I Cover Times Square*.

Sherman & Marquette similarly spent approximately $1 million of its $2 million budget for its *Gabby Hayes Show*, *Colgate Comedy Hour* and *Howdy Doody*.

CANADA CLINIC

U.S. Officials on Agenda

AMERICAN TV and radio personalities will take part in the first Canadian television clinic, to be held at the Royal York Hotel, Toronto, Dec. 7-9.

Among those slated to speak or lead discussions are:

Maurice B. Mitchell, Associated Program Services; Charles Holden and Murray Grabhorn, ABC; James L. Caddigan, DuMont TV Network; Herbert J. Taylor, DuMont Labs; Ernest Walling, NBC TV Network; C. E. Hooper, C. E. Hooper Inc.; Paul Raibourn, Paramount Television Productions; Gilbert Seldes; Lynn Poole, John Hopkins U.; Rudy Bretz, CBS TV; Calvin Kukl, J. Walter Thompson Co.; Thomas A. Wright Jr., BBDO; Wells Barnett, Blair Television; George Gill, Kliegl Bros. Latest in TV production equipment and receivers will also be on view.

SPUN glass one-inch sheet acoustical treatment to line walls of studio installed by WDTV (TV) Pittsburgh.

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects*. SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: $556 and $430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.

24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

film report

MARION RIDDICK PRODUCTION, 706 Elgin Ave., Houston, Tex., has released for television 16mm film in black-and-white or color titled "Little Girl Who Did Not Believe in Santa Claus." Film was produced with **The Modelettes**, a group of teenagers and children trained under **Modelette Visualized System.**

Imperial World Films, Chicago, has released series of five-minute open-end films featuring Raymond Massey. Series of 65 3½-minute films show Mr. Massey reading from Bible and commenting on how excerpts effect his philosophy of life. **Russ Davis**, Chicago TV announcer and commentator, is president of Imperial and handled production and direction. Nationally known freelance writer, **Morton Wishengrad**, scripted series.

* * *

Harry Zimmerman, musical director for several Don Lee network shows, named musical director **Snader Telescriptions Corp.**, Beverly Hills, Calif. He retains his post at Don Lee. . . . **Sarra Inc.**, Chicago, has completed film commercials for following network TV shows: **Armour & Co.**, *Stars Over Hollywood*, NBC-TV; **Best Foods** (Rit and Shinola) *Penthouse Party*, ABC-TV; **Hudson Motor Co.**, *Billy Rose Show*, NBC-TV; **Nash Motors**, *Airflyte Theatre*, CBS-TV; **Pure Oil Co.**, *Who Said That?*, NBC-TV.

* * *

Jack Gibney, freelance television producer and consultant, is in Chicago working on continuing series for **Canadian Ace Brewing Co.** and **Rival Dog Food.** He has made more than dozen animated spots for Rival in past year, through **Charles A. Silver** agency. Mr. Gibney is also producer-director of *International Wrestling Films*, series of hour-long, open-end shows featuring wrestling from Chicago's International Amphitheatre. His offices are at 104 S. Michigan Ave.

Frank McDonald named to direct "The Joyful Hour" hour-long Christmas program being produced by **Jerry Fairbanks Productions**, Hollywood, for *Family Theatre*. Film scheduled for showing Christmas Day on major TV networks and independents. Rev. Patrick Peyton, CSC founder of *MBS Family Theatre program*, will produce film. Same group produced Easter film, "The Triumphant Hour."

Sterling Television Co. Inc., New York, acquires exclusive rights to TV distribution of 36 top adventure and sports films, all in both color and black-and-white, from **Hawley-Lord Inc.** Deal adds to library of color film being built by Sterling to meet market for commercial color TV. Firm presently has more than 150 titles in color.

* * *

Dawson & Jackson, Chicago package program producer, filming "television prevues" of its video shows. Initial presentation films begun last week with dramatic sequences from "Shock," half-hour mystery starring James Dennison. Presentation films are 10-minutes long.

INS-Telenews is offering half-hour year-end film review to its TV stations and advertisers on an exclusive basis in each market. Price is based on sets in use in each TV city, and program already has been purchased in Los Angeles, San Francisco, Detroit, Omaha, and San Antonio.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
600 BROADWAY NEW YORK CITY

PUPILS AND TV

Educators Ask 'Wise' Use

LOUISVILLE educators apparently differ as to any "bad" effects television may have on school pupils, but many feel intelligent use offers a challenge to harassed parents, according to comments compiled a fortnight ago by the Louisville *Courier-Journal* (WHAS-TV).

The issue was taken up at a recent Parent-Teacher meeting which heard complaints that pupils (1) fall asleep at their desks, (2) have rings under their eyes, and (3) get low marks. Some principals pointed out that bedtime for many students has been moved up to about midnight, and that responsibility rests wholly with parents.

Typical reactions from principals and teachers:

Television is an excellent thing in the home, but it has to be used right . . . We went through the same thing when radio was new . . . It was a long time before children's programs were scheduled earlier in the day . . .

The children gleam a lot of information from television . . . I have seen no bad results so far . . .

Television is one of the things that would enrich a child's life . . . It's a great challenge to parents to plan wise use . . .

I haven't heard a serious complaint about television . . . A number of parents think it keeps the children so nice and quiet . . .

My students are not suffering from lack of sleep, or red eyes, or hair standing on end—certainly some of the programs are that kind.

No teachers have complained . . . but I'm having trouble myself . . . working on my thesis . . . I find television taking more of my time than it should . . .

AUTOMATIC line-voltage regulator for steadier TV pictures offered by **Clarostat Mfg. Co.**, Dover, N. H. Two models available: TV-A, 300w, TV-B, 375w.

OCT. GROSS

'50 Network Sales Triple Same Month in '49

THREE TV networks in October 1950 reported gross time sales of $6,374,548, well over three times the gross of $1,825,262 reported by four TV networks for the same month of 1949, according to totals compiled by Publishers Information Bureau from individual program time costs supplied to them by ABC, CBS, NBC. DuMont reported in 1949 but not this year.

Combined gross time sales of the TV networks for the first 10 months of the year were $27,262,238 in 1950, compared with $8,320,608 last year.

* * *

Individual network figures for the month and year to date for 1949 and 1950 are:

Network Television

	Oct. 50	Oct. 49	10 Mos. 50	10 Mos. 49
ABC	$1,190,409	$ 217,199	$ 4,076,223	$ 957,994
CBS	2,186,748	590,626	8,355,470	2,200,314
DuMont	*	80,143	*	724,340
NBC	2,997,391	937,294	14,830,545	4,437,930
TOTAL	6,374,548	1,825,262	27,262,238	8,320,608

*Not available

Mr. TAYLOR

* * *

TAYLOR TO NBC

Is TV Network Executive

DAVIDSON TAYLOR, former CBS vice president and most recently special consultant to the State Dept., will join NBC Jan. 1 as general production executive for the TV network.

Supervision of NBC-TV public affairs presentations will be among Mr. Taylor's immediate duties, with Francis C. McCall, director of TV news and special events, reporting to Mr. Taylor.

At the present time, Mr. Taylor is finishing a three-months State Dept. assignment as coordinator of new projects in international communications. His previous radio experience extends from 1929 when he started as an announcer for WHAS Louisville. Going to New York in 1933, he worked in news and handled the Philharmonic broadcasts under Toscanini.

During World War II, he was chief of radio for the Psychological Warfare Division, SHAEF, and later chief of film, theater and music control for the U. S. occupied zone of Germany. From 1945-47 Mr. Taylor was vice president and director of programs at CBS, and was vice president and director of public affairs in charge of fact and opinion presentation for both TV and radio until his resignation last Jan. 1.

This year, Mr. Taylor spent five months in Italy serving for one month as counsellor to the American delegation at the UNESCO general conference in Florence. He is a member of the U. S. National Commission for UNESCO.

COVER MAN

'Time' Features Stanton

CURRENT issue of *Time* (Dec. 4) devotes its cover and Radio & Television section to Frank Stanton, CBS president, and the color television battle. To review the history of Dr. Stanton and color TV the section was expanded to 11 columns and includes several pictures and a diagram of CBS' color system.

Pointing out that in the 30's RCA could have had Dr. Stanton and Dr. Peter Goldmark, CBS color engineer, "for a total investment of $100 a week," the article states that Dr. Stanton last month turned down an offer from RCA in which he could "name his own price."

Time says "CBS color is good—in some ways better than Technicolor," but quickly points out that "a poor TV show, of course—tasteless comedy, tired drama or stale vaudeville—cannot be freshened by all the hues in the spectrum."

In addition to its praise of Dr. Stanton and CBS color, *Time* lauds Dr. Goldmark and his work in the research field. Just when color TV will come is not predicted, except by Dr. Stanton who admits his vision is clouded by the many "ifs" of the current situation, "but color of some sort is certainly on its way."

AUSTIN Co., Cleveland, Ohio, contractors, to construct new Westinghouse TV plant in Raritan Township, outside Metuchen, N. J. Construction cost placed at $1.5 million.

TYPE TM-2B

Low-cost, high-quality

TV Picture Monitor

—with a dozen uses

Here is a professional 12½-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients' viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the requirements of the most critical director.

In the TM-2B, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop" the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a program console, for example).

A special version of the TM-2B . . . using a 10-inch picture tube . . . is available for rack-mounting, or as a monitor in a program console.

One of the handiest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. 19LA, RCA Engineering Products, Camden, N. J.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Roadblocks

(Continued from page 53)

rier operations, as proposed by AT&T? Should the engineering standards for VHF and UHF be the same, or different? Should VHF and UHF channels be intermixed in the same communities?

Linked with these are other questions, some of them equally or even more controversial.

One which is as likely as any other to draw industry fire—and might easily wind up in a court test of FCC's authority, if the Commission attempts to exercise it—involves adoption, or non-adoption, of mandatory standards for protection against oscillator radiation interference.

FCC must decide, of course, how its allocation plan will treat oscillator interference. If the plan is devised so that the interference will fall in places where there are no assignments which would be affected, officials noted, then the number of potential stations is thereby reduced. On the other hand, if the goal is to get maximum number of assignments, authorities feel that manufacturers must take steps to suppress oscillator radiations in their sets.

In the latter event, there appear to be two courses open. One is to let the manufacturers solve the problem voluntarily, which they insist is the proper course in any event. The other is for FCC to prescribe, by rule-making, certain maximum values of permissible radiation by receivers; and perhaps also set a standard intermediate frequency (RTMA has suggested 41.25 mc as a voluntary standard).

Ready to Fight

Industry leaders are sure to oppose any attempt by FCC to impose such standards mandatorily, on grounds that FCC has no authority over manufacturers. Observers are convinced they would carry this opposition into the courts, if necessary.

FCC authorities, however, claim this opposition fails to recognize that the Commission already has taken steps in one field—diathermy, industrial heating, etc.—which affects manufacturers. They point out that FCC's diathermy rules assign frequencies for diathermy, set limits on spurious radiations and provide that machines must operate within those limits or be licensed. As a practical matter, no such licenses have ever been issued (for machines exceeding the maximum limitations). The FCC laboratories issue certificates of type approval covering machines made to specifications conforming with the diathermy standards.

FCC staff executives feel the Commission clearly has the same authority with respect to radiations from TV sets—that is, that FCC can prescribe limits for oscillator radiations and require licensing of sets which do not conform.

FCC currently has pending a proposal, covering oscillator and other incidental radiations, which suggests 15 microvolts per meter at 100 feet as the maximum permissible value. Discussions with industry representatives have been in progress for some time. By comparison with this proposal, FCC officials said, some sets provide radiations of about 50 microvolts at 100 feet on Channels 2-6, and 150 microvolts on Channels 7-13, but they point out that this is a marked improvement over earlier sets.

As a corollary to the oscillator radiation problem, the Commission must also decide whether to devise its allocations table in a manner that will take care of image interference and other spurious receiver responses, or, as the alternative, look for improved set designing by the manufacturers to remedy these problems.

Other basic issues which the Commission must decide include, in connection with engineering standards, the question of whether changes in mileage separations between co- and adjacent-channel stations should affect existing stations as well as future assignments.

Few Changes

FCC's present allocation proposal would require only three existing stations to change frequency, and in those cases only as a means of accommodating nearby Canadian allocations.

There have been some proposals for reshuffling other VHF assignments, however, on grounds that better coverage would result even though the changes would require substantial outlays by the stations involved—estimated in some quarters at about $30,000 per station.

The comprehensive, long-range UHF-VHF allocation plan proposed by DuMont would go even further, changing five existing stations to other VHF channels and moving some 25 existing outlets into the UHF.

In any event it is felt that any major reshuffling of existing assignments would inevitably be taken to court, which presumably would tie up the entire allocation plan until the litigation is completed.

Other questions which FCC must answer:

What use should be made of directional transmitting antennas, and of offset-carrier or synchronized operations? Should channels be reserved for non-commercial educational stations, and, if so, to what extent; also, should the reservation apply to VHF channels as well as UHF? Should Stratovision and/or Polycasting be authorized, and, if so, under what conditions and regulations?

Chronology of the Freeze...

From May 6, 1948 To Nov. 27, 1950

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan (VHF) proposed.

June-July 1948: Hearing on new allocation plan, raising questions as to tropospheric interference and related problems.

Aug. 27, 1948: Because of these questions, FCC schedules FCC-industry conference to consider desirability of revising engineering standards.

Sept. 13-14, 1948: FCC-industry conference, slating technical sessions for November-December looking toward revision of standards.

Sept. 20-23, 1948: UHF hearing.

Sept. 30, 1948: VHF freeze announced.

Nov. 30-Dec. 3, 1948: FCC-industry engineering conference; Ad Hoc Committee is appointed to study VHF propagation factors.

May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced, with color among subjects to be considered.

July 11, 1949: FCC announces formal proposals for the hearing, including VHF-UHF allocation plan envisioning use of 42 UHF channels along with present 12 VHF channels.

Sept. 26, 1949: First phase of hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by FCC.

Feb. 20, 1950: Color hearing resumes.

May 26, 1950: Color hearing ends.

July 11, 1950: FCC begins deliberations on color case, the participants having submitted final summations July 10; also on July 11 the so-called Condon Committee submits its color TV report to the Senate Interstate and Foreign Commerce Committee.

Sept. 1, 1950: FCC issues its "First Report" on color, favoring CBS system but advancing plan for manufacture of "bracket sets" as means of delaying final decision to permit further studies.

Sept. 29, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of bracket sets.

Oct. 10, 1950: FCC issues "Second Report," adopting CBS color standards effective Nov. 20.

Oct. 16, 1950: Hearings commence on second phase of overall TV proceedings—"general issues," including VHF, UHF, Stratovision and other questions except specific city-by-city channel allocations.

Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against color decision in federal district court in Chicago.

Nov. 16, 1950: The Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order delaying effectiveness of color standards pending further decision of the court.

Nov. 27, 1950: Hearing on reservation of channels for noncommercial educational TV stations, last portion of "general" phase of hearing, gets under way amid indications that it will be completed by Dec. 8.

Stokes to American TV

HAROLD STOKES, formerly program director of the ABC Central Division, has been named general manager and executive director of American Television Productions Inc., subsidiary of American Television Inc., Chicago. Mr. Stokes is now handling two production series. American Television Production has been set up as a "service organization for all TV problems," Mr. Stokes said.

Mr. Stokes

L. A. CONTRACTS

Three Await NLRB Decision

TWO more Los Angeles television stations, KFI-TV and KTTV, last week joined KLAC-TV in balking at contracts covering local performers until the union is certified as the bargaining agent.

Stations have advised TVA that they have no objection to the union representing their employes but in order to avoid future jurisdictional disputes at their stations by having more than one union representative they will wait until NLRB certifies the official bargaining agent. NLRB hearings which began last month are scheduled to resume today (Monday) in Los Angeles. Don Fedderson, manager of KLAC-TV, had notified TVA the week previously of his stand.

Meantime, TVA continued negotiations with the four other local TV stations KTLA, sole independent in the group, and three network outlets, KNBH (NBC), KECA-TV (ABC), and KTSL (Don Lee). No decisions had been reached at press time.

Special Section

IN A special Sunday TV section yesterday (Sunday) *Baltimore Sunpapers*, owner of WMAR-TV that city, featured special articles on color from FCC Chairman Wayne Coy and the networks. In a statistical study carried in the special section, it was reported that Baltimore has two television sets for every three telephones, one of the highest averages in the nation.

TRANSMITTER used by WPTZ (TV) Philadelphia from 1941-48 given by Philco Corp. to Cornell U.'s school of electrical engineering.

SAG-TVA

Settlement Again Fades

REKINDLED hopes for an early settlement of the Screen Actors Guild-Television Authority jurisdictional dispute over actors in television films faded again last week when the SAG board of directors rejected another TVA proposal for settlement of the dispute. TVA representatives met Wednesday with the SAG board at the request of TVA which sought to discuss settlement of the problem.

Another important development in the dispute occurred Tuesday when TVA announced it had completed testimony in NLRB hearings which were to resume today (Dec. 4) after a week's recess, to enable George Heller, TVA national executive secretary, to appear on behalf of that union. Unexpected decision followed the TVA request made the week before to Daniel Harrington, NLRB hearing officer, for a time extension to allow presentation of important witnesses, principally Mr. Heller. Postponement had been granted until today.

SAG Position

Spokesman for SAG said the latest TVA proposition "amazed" the guild board because rather than attempting to find a reasonable basis for settlement of the dispute, it reportedly retrogressed from previous "peace" proposals by both TVA and SAG. These visioned either a clear cut division of jurisdiction between live TV shows and television motion pictures, or a limited partnership in a small portion of the TV film field known as fringe or "grey" area.

The TVA proposal was said by the guild to be almost identical with the proposal rejected by SAG over a year ago but with broader demands asked that, in addition to TVA retaining 100% control over all live TV shows, SAG would relinquish to TVA 50% control over all motion pictures.

TVA Representatives

Representing TVA at the meeting were Mr. Heller, in Hollywood for conferences last week, Ken Carpenter, chairman of TVA Western Section, Knox Manning and I. B. Kornblum, TVA attorney.

Guild says it has asked NLRB to speed up as much as possible the calling of NLRB elections in order that motion picture actors themselves may once again register their desire for the guild to continue as their representative. The guild further stated its desire to cooperate with TVA but insists the new union must "stop trying to invade the motion picture field."

Approximately 15 witnesses had appeared on behalf of SAG and about 10 for TVA during two weeks of NLRB hearings. With close of the hearings both unions have approximately two weeks to file a brief with the board for submission to NLRB in Washington.

TVA NETWORK CONTRACTS Are Ratified

TELEVISION Authority membership in New York, Chicago, and Los Angeles last week ratified the contract for wages and working conditions of live and kinescope performers hired by networks and agencies agreed upon Nov. 19 [BROADCASTING • TELECASTING, Nov. 27], including slight changes subsequently negotiated. The contract will become effective Dec. 8, rather than Dec. 1 as previously planned.

Postponement was necessitated to allow for agency letters of compliance to be received. The contract, which is described as an interim contract until some 58 points relating mostly to working conditions are negotiated, represents everything agreed upon to date. Later a final contract, embodying all points, will be issued.

The New York membership ratified by a vote of 4 to 1, after a four-hour meeting in which dance and choral group members are understood to have expressed dissatisfaction with scales and rehearsal hours. Some of the criticism reportedly subsided, with announcement of the following changes in the Nov. 19 agreement: Chorus singers, whether "on camera" or off, are to receive $45, $60 and $75 for 15, 30 and 60 minutes with 4, 6, and 10 rehearsal hours, respectively.

Chorus dancers are to be paid according to the following scale:

Time	Rehearsal Hours	Fee Per Performer 2	3	4	5	6	7	8
15 min.	12	$ 82	80	78	76	74	72	70
16 to 30	24	$112	110	108	106	104	102	100
31 to 60	40	$137	135	133	131	129	127	125

Rehearsal Fees

Extra rehearsal hours: $3.50 per hour. Included rehearsal hours must be within the following number of consecutive days, one day of which is the day of broadcast: 15-minute program within three days; 30-minute program within five days; 60-minute program within six days.

Omitted from BROADCASTING • TELECASTING's report in the Nov. 27 issue was the following:

Dramatized commercials performers and announcers with five lines or less are to receive $50, $62.50, and $75 for 15, 30, and 60 minutes with 4, 6, and 9 hours rehearsal included.

CHICAGO DEMANDS Management Studies

CHICAGO members of Television Authority submitted their wage demands to management of the city's four video stations last Monday, and WGN-TV called an exploratory meeting with agency men and program packagers Wednesday afternoon.

An estimated 2,500 TVA members in Chicago, representing all member unions, submitted their demands through Ray Jones, executive secretary for TVA's Central Division, and Jack Irving, assistant secretary. The wage scale amounts to about 80% of the network demands, which were negotiated a fortnight ago [BROADCASTING • TELECASTING, Nov. 27].

The Monday meeting with management of WGN-TV *(Chicago Tribune)*, WNBQ (NBC) WENR-TV (ABC) and WBKB (Balaban & Katz) was concerned only with fees for freelance performers. A lengthy list of working conditions was proposed Thursday afternoon, with job security elements remaining to be negotiated in the future.

Tentative wage proposals are the same for commercial and sustaining programs. TVA membership in Chicago includes about 550 members of the American Federation of Radio Artists, 1,000 in American Guild of Variety Artists and 500 in Actors Equity.

Wednesday Session

Management told TVA Monday it would call a meeting of agency and package firm personnel to outline the union's wage demands. An estimated 200 persons gathered in WGN-TV's Studio 1 Wednesday afternoon to hear Manager Frank Schreiber and Attorney Dave Parson outline specifics of the demands

Inasmuch as it has been practice for agency persons to sit in on AFRA and TVA network negotiations as observers, the group appointed a seven-man committee, representing AAAA agencies, non-AAAA agencies and package firms, to appear at all subsequent TVA-management negotiation meetings. Committee members:

Jack Scott, president of Schwimmer & Scott Agency, Walter Schwimmer, president of the production firm bearing his name; Art Holland, owner of Malcolm-Howard Agency; J. Hugh E. Davis, executive vice president of Foote, Cone & Belding; Walter Rubens, president of the agency of that name; Norman Heyne, television director, Ruthrauff & Ryan, and Larry Kurtze, head of Service Unlimited, package firm.

If local negotiations break down, network TVA contracts are cancellable within 10 days. Hardest hit among the Chicago stations if this local scale is adopted as final would be WGN-TV and WBKB.

Partial demands follow:

Performers speaking more than five lines will receive $56 for 15 minutes or less, $100 for 16 to 30 minutes, and $136 for 31 to 60 minutes, with 5, 12 and 22 hours of rehearsal.

Announcers and performers on dramatized commercials, speaking voice over more than 10 lines, would get $40 for 15 minutes or less, $72 for 16 to 30 minutes, and $100 for 31 to 60 minutes. Respective rates for 10 lines or less are $40, $50 and $60.

Chorus dancers (soloists get performers scale), with fees listed per performer if two or more are used, are $56 each for 15 minutes or less, $80, 16 to 30 minutes and $100, 31 to 60 minutes, with 12, 24 and 40 hours of rehearsal, in that order. Extra rehearsal is $2.80 an hour.

A quartet, singing on camera, gets $50.40 each for 15 minutes or less, $57.60, 16 to 30 minutes and $76.80, 31 to 60 minutes.

The specialty act clause provides for $160 for one performer, $240 for two and $300 for three and $380 for four, with $80 for each additional performer. Rates include six hours of rehearsal day of performance.

A Class A sportscaster on football, baseball or a major boxing event play-by-play would get $160 per event or $440 per week of seven events of the same sport. His assistant would get $100 per event or $280 per week of seven events of the same sport. The weekly fee is for one sport only, and an event is defined as what a daily ticket of admission buys.

Walk-ons and extras would earn $16 for 15 minutes or less, $28 for 16 to 31 minutes and $36 for 31 to 60 minutes.

No kinescope recordings are permitted under terms of the proposals.

MOBIL TV UNIT

For Sale; Reasonable

Attention TV Stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.

WHEN *Bert Parks Show* debuted on NBC-TV under General Foods sponsorship, occasion was marked by GF executives (l to r) C. H. Gager, operations v.p.; C. G. Mortimer, marketing v.p.; Bert Parks, star of show; H. M. Chapin, director of adv., and NBC Board Chairman Niles Trammell.

MARKING debut of *Stewart's Showcase* on WHAS-TV Louisville are Ethel Nagel, Stewart's fashion director, and Sam Gifford, show m.c. Team demonstrates store's merchandise during program.

ON BEHALF of WPTZ (TV) Philadelphia, Rolland Tooke (l), asst. gen. mgr., receives Philadelphia C. of C. achievement plaque from Clement Conole, executive director, local C. of C.

AT New York Radio Executives Club [BROADCASTING • TELECASTING, Nov. 6] (l to r) Peter Goldmark, CBS v.p.; Robert Saudek, ABC v.p. and REC president; Goar Mestre, pres., CMQ Havana, and Adrian Murphy, CBS v.p.

EDMUND H. ROGERS, Gray & Rogers, Philadelphia, marks birthday and 20th anniversary with agency by tuning in birthday greetings on triple-threat TV set composed of agency staffers (l to r) Anne Beckwith, Dorothy Bradford and Eleanore O'Donnell.

Educators Take Up Torch

(Continued from page 55)

no participant is making any promise. This is the last phase of the Commission's exhaustive general allocation proceeding (see TV chronology page 94 and summary page 53).

Most of the witnesses emphasized they held no complaint for the way in which commercial radio has cooperated in the presentation of educational programs and many held high praise for commercial station cooperation in specific instances.

The consensus appeared to be that commercial broadcasters cannot be held responsible for doing education's role since they are in business to make money; education needs its own fulltime facilities to reach all audiences at all hours because education is a continuous process and must be "regular"; educational radio cannot compete with commercial radio on the basis of popularity polls and should not be compelled to; channels for educational purposes must be "conserved" or set aside in the same manner our forefathers set aside land for schools knowing full well such land might not be used effectively for generations but recognizing the basic "public necessity" for such action.

Education's Plight

Many explained education itself was equally to blame for its plight, but pointed out educators are very slow to adopt new innovations since they depend on public funds and have to work long and hard to secure appropriate legislation and financial support.

Throughout the hearing the high value of TV as an ideal education medium was reclaimed. TV was seen putting the blackboard right in the home, extending the walls of school and university to include hundreds of thousands of those of all ages who could not afford in money or time—or who through physical handicap are prevented, from attending formal classes.

Comr. Hennock viewed TV as the greatest educational innovation since the invention of the printing press.

JCET presented detailed exhibits on TV channel allocations and assignment in the major cities and educational centers. Gen. Taylor explained that of the 168 standard metropolitan areas there are 61 in which no VHF channels are allocated and 19 others in which only one channel each is allocated. This leaves only 88 areas where educators now can practically seek reservations, it was pointed out. Besides the metropolitan areas there exist 46 smaller communities regarded as major educational centers where channels also should be reserved, FCC was told.

Testifying at Monday's session were: Comr. Earl J. McGrath, U. S. Office of Education; Belmont Farley, director of press-radio relations, National Education Assn.; Dr. Louis P. Hoyer, superintendent, Philadelphia public schools; Harriet Hester, radio coordinator, Bureau of Health Education, American Medical Assn.

Comr. McGrath said he appeared "to encourage the safeguarding of the access of education to broadcasting opportunities in the television field." He cited historical precedent for channel reservation and outlined in detailed TV's unique role for education.

Further historical precedent was detailed by Mr. Farley who also urged no definite cut-off date be fixed to any reservation.

Dr. Hoyer cited excellent cooperation of Philadelphia TV stations WPTZ, WFIL-TV and WCAU-TV but indicated education will need its own exclusive facilities as commercial needs mount.

Miss Hester outlined AMA's work in the field, citing $300,000 worth of free radio time is given annually for the organization's health programs.

On Tuesday, Richard B. Hull, chairman of the Television Advisory Committe for NAEB and manager of WOI-TV Ames, Iowa the only educational TV outlet now operating and owned by Iowa State College, related details of NAEB's five-hour weekly tape network of 36 educational stations and other matters.

In pressing for good educational facilities he explained it's "axiomatic in radio broadcasting—and by inference in television—that audiences listen" for three reasons in this order: (1) Strength of signal, loudness, ability to get a station; (2) frequency of program (as cigarette advertisers prove); (3) finally the program itself.

Wallen Suggestion

William J. Wallen, chancellor of U. of New York State, suggested a state educational TV authority be set up to sub-allocate and administer TV channels for education. Concerned with adult education and TV's potentials in this field, he said he is recommending legislative action on setting up a state network. He engaged in considerable discussion with Chairman Coy on policy regarding handling of controversy on the stations, the witness indicating he would prefer all facts be presented fairly.

Seymour N. Siegel, director of radio communications for New York City and its Municipal Broadcasting System, including WNYC-AM-FM, appeared at direction of Mayor Vincent R. Impellitteri to emphasize the city's need for educational TV facilities.

Clarence Graham, president of the American Library Assn. and director of the Louisville (Ky.) Free Public Library, related background of WFPL (FM) Louisville, operated by the library. All culture groups there cooperate on WFPL, he said.

Herbert B. Gooden, assistant professor of social studies and chairman of the Montclair State Teachers College committee on television in education, Montclair, N. J.,

reviewed TV's impact on teacher training.

Harold A. Voss, chief psychologist of the Navy Special Devices branch of the Office of Naval Research at Port Washington, Long Island, appearing in his own behalf, related service experiments with TV as teaching aid. He said a survey showed 38% of time TV was found superior to formal in-class instruction, 50% of the time there was no apparent difference and 12% of the time TV was found inferior. He showed several kinescope films of training programs used on New York TV stations.

Most of Wednesday was devoted to testimony by Harold B. McCarty, in educational radio for 21 years and since 1931 director of Wisconsin's educational outlet WHA Madison, the State Radio Council and the Wisconsin School of the Air.

He said the U. of Wisconsin's scheduled program service dates from early 1919, saying "That comes as a surprise to many people who normally accept November 1920 as the starting of broadcasting."

1919 Programming

Mr. McCarty related the regularly scheduled programs in early 1919 began with market reports, weather forecasts and bulletins on road conditions.

Mr. McCarty outlined in great detail the full Wisconsin radio educational history and current work which includes a state-wide network of six powerful FM stations on the air 16 hours daily. Two more stations are in planning stage to fill in white areas in the extreme northwest and southwest, he said.

Citing high FM set ownership throughout the state, Mr. McCarty said "militant loyalty" to FM was expressed by listeners when the state's most powerful commercial FM station ceased operations.

Mr. McCarty related his 1950-51 budget for WHA operations approximated $170,000 with operation of all six FM outlets costing another $95,000 for the year, or a total package cost of $265,000. For the next two years he said $730,000 has been earmarked for an expanded total operation and including $154,000 for building the two new FM stations.

Per capita cost of operating the full network, providing 5,000 hours of programming annually, will be only 10¢ to taxpayers, Mr. McCarty said, less than the tax on a gallon of gas.

He testified observers are coming from all over the U.S. and the world to study the Wisconsin operation.

"What do you do to stimulate the sale of FM sets?" Comr. Hennock asked Mr. McCarty. "Do you educate the public to buy them? How do you get them to listen to your FM stations and get the sets?"

"First of all," the witness replied, "we try to present a distinctive FM program service, which is the one and the main way of promoting the sale of FM receivers, and which because it has been absent in so many areas of the country explains why there is such a low percentage of FM receivers."

"I was on the *Town Meeting of the Air* last night," Comr. Hennock observed, "and I was told the public doesn't want good programming and is not interested in education" (see story page 56).

"The public doesn't know what it wants until it has had an opportunity to sample a variety of offerings, I am sure," the witness replied. "Our experience in Wisconsin teaches us that people who make the discovery of the benefits and advantages available to them will willingly make the investment for the necessary equipment. In our mail there are countless testimonials and statements to the effect that 'We bought our FM receiver solely for the purpose of hearing the programs from the state FM stations.'"

Mr. McCarty related that in the 1934 hearings, on the Congressional proposal that specific portions of AM broadcast time be set aside by law for nonprofit and educational purposes, the Wisconsin educational representative cited the need for conservation of radio resources for educational purposes in the same manner park areas and other natural resources have been set aside. He said he was renewing the 1934 request.

Comr. Hennock instructed the witness to read portions of FCC's 1935 report to Congress in which FCC recommended no channels be set aside. She indicated she immediately wanted 100,000 reprints "to remind us not to do it again."

The Commission report among other things proposed a national conference and committee of FCC-industry education on the subject, plus cooperation with the U. S. Commissioner of Education and other established agencies to assist in building programs. The conference was not held, the witness stated.

While the witness was reading from the report Comr. Hennock suddenly interjected the sharp comment, "Don't hang your head, Mr. Plotkin."

FCC's counsel replied, "I was not in the Commission at the time, Madam Commissioner, I am not hanging my head."

"I know, but you are our present counsel," she said.

Asks About Interest 'Lag'

After the witness finished reading the report, Acting Chairman Hyde asked if interest in the subsequently established Federal Radio Education Committee had not "lagged in all camps."

"I should say that interest has lagged particularly on the part of the Commission," Mr. McCarty said. "I am reluctant to make that statement, but the Commission's participation in the deliberations of the Federal Radio Education Committee has been purely nominal and frequently we have had meetings without representation from the Commission."

"I do recall that different members of the Commission, particularly [ex-Comr. Clifford J.] Durr took a very active interest in it, and I may say I have not been aware of any considerable interest by educators in the committee during the time I have been a member of the Commission," Comr. Hyde observed.

"No, I think it is true because it was recognized early that the committee was probably one of those devices so neatly set up for the purpose of gaining time, which provides a nice opportunity for pleasant consideration around the table," the witness stated.

"And Mr. McCarty, instead of getting radio frequencies for standard broadcasting allotted to you by the FCC when you wanted them and the Congress wanted you to have them, you got a committee set up, is that correct?" Comr. Hennock asked.

"Yes," the witness replied, "and the committee has existed at the sufference of the NAB, which has financed the activity of the committee for the past few years. It is a very untenable arrangement."

Comr. Webster asked, "Then you don't think the then Commission in 1935 deliberately made an error, but that maybe their foresight was not as good as it should have been?"

"I think I would say it politely this way: That the Commission as a result of the hearings in 1934 did not take the courageous stand which the testimony indicated was necessary for solving the problem," Mr. McCarty answered.

Feels Responsibility

He added: "May I say in behalf of the Commission that it is probably true that the presentation, the appearances were not impressive; that the educators, the nonprofit representatives were not here in sufficient numbers to constitute an overwhelming weight. But you know, of course, and don't have to be reminded, that your job as custodians of the public facilities goes beyond the job of evaluating and weighing the present testimony."

"You mean that if there was no testimony here on behalf of the educators it ought to be our duty as public servants to preserve these airways that belong to the people in the public interest regardless of whether one educator appeared here in these hearings?" Comr. Hennock stated.

"Yes," the witness replied, "I think you have responsibility as custodians to take the long-range statesman-like attitude in the allocation of a public trust and not impose upon us in education the restrictions and restrains which you might feel tempted to do."

Comr. Hennock proceeded to read into the record and comment upon portions of the 1935 report of the Commission. She noted the letter of E. O. Sykes, then Commission chairman, transmitting to the president of the Senate the report "concerning the proposal that Congress, by statute, allocate fixed percentages of radio broadcasting facilities to particular types or times of nonprofit radio programs."

"This had gone pretty far evidently in standard broadcasting," she observed. "It was pretty repulsive even to Congress. They wanted a definite law passed. Now let's see what we said about that. This is our report back to the Congress with regard to their wanting this new law on the books:

Under existing law the FCC is charged with the responsibility of licensing stations if the public interest, convenience and necessity will be served thereby and effecting an equal allocation of facilities to the zones and a fair and equitable allocation of facilities to the states according to population. As a means of studying the proposal the Broadcast Division, by direction of the Commission, held public hearings from October 1-20 and from November 7-12, 1934. Notices of the hearings, 1,535 in all, were mailed directly to all parties of record at the Commission, to 21 administrations, departments, commissions and offices of the government and wide newspaper publicity was given the matter so that every one interested might be informed of the hearings.

One hundred thirty-five witnesses testified at the hearings and approximately 14,000 pages of testimony were presented for the Commission's consideration in addition to several thousand pages of exhibits.

The broadcasting industry, including the licensees of broadcast stations and the manufacturers of radio equipment expressed opposition to the propopsal. Much of the testimony presented to the Commission by the industry was directed to the purpose of showing the service rendered by broadcasters to particular types or times of non-profit activities . . . Representatives of the NAB presented statistics from 269 stations representing 77% of the so-called commercial radio stations. The total investment of these stations as reported is $25,041,327. The total cost of operating the stations from the period from Jan. 1, 1934, to June 30, 1934, was $12,833,302. . . . It is clearly established by the Commission's study of the problem that no allocation of facilities for special services could be effected by the authorizing of new stations to make up the proportion of facilities proposed to be allocated to special services.

"And so forth and so on. And then I come down to the recommendation of this Commission with regard to passing a law," Comr. Hennock continued, reading:

[FCC] respectfully recommends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or times of non-profit radio programs or to persons identified with particular types or times of non-profit activities.

Comr. Hennock then cited the reasons given by the report:

There is no need for a change in the existing law to accomplish the helpful purposes of the proposal.

On this she commented: "In

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other words, here it is. We have the section in the law. We don't need any more laws from you." She cited another reason in the report:

Flexibility in the provisions of the law is essential to regulation if growth and development in the art of broadcasting is to be encouraged and regulated for the best interest of the public as a whole.

She continued, "And this is another reason that we didn't do this for educators, and I underline this. These reasons appear here daily in this very auditorium:"

There are insufficient broadcast facilities available in the present development of the art to provide for specialized broadcast services consistent with a fair and equitable distribution of facilities and services throughout the country.

No feasible plan for a definite allocation of broadcast facilities to nonprofit organizations has been presented.

"Again the educators are getting the blame," she concluded.

Comr. Hyde observed the report in no way had cut off education's opportunity to apply for AM facilities in any way. He noted the number of stations on the air has doubled since that time and stated FCC does not determine any proceeding on the basis of pressure but rather on the basis of the hearing record as done in the recent color TV case, supported by the Communications and Administrative Procedure Acts. He said, FCC makes careful finding of fact in its rulings.

Comr. Hyde further observed that radio frequencies are not exactly like other natural resources such as coal in that use of radio frequencies does not exhaust them. Since stations are licensed for only three years the opportunity is always open to education, he said. Comr. Hyde indicated he was not debating the issue but merely wanted to complete the record.

'Must Not Compete'

Mr. McCarty emphasized, however, that education never will win popularity polls and "must not be made to compete" with commercial interests on this basis.

Comr. Hennock's principal concern over the educator's plight occurred Wednesday as Mr. Plotkin cross examined Mr. McCarty to gain views considered necessary to help FCC make its decision.

Mr. Plotkin asked the witness what should be done if there were only one VHF station in a community. Mr. McCarty indicated the commercial interest should be required to share the facility with the educators.

Where there were only two VHF stations, Mr. Plotkin asked, "Do you think there ought to be sharing on both of those or should one be assigned exclusively for educational and the other assigned exclusively for commercial?"

"Frankly, I have not arrived at an answer which is satisfactory to myself in that case," the witness said.

Mr. Plotkin continued:

You recognize in response to the first question, the way you said where there is only one there should be sharing, that there is a legitimate commercial need as well as a legitimate educational need, both of which should be accommodated; and I was trying to find out whether you in your own mind could state at what point each is accommodated, and I gather at the one-station level you are satisfied, but beyond that point your thinking isn't clarified."

"Mr. Plotkin, are you putting words in this witness' mouth?" Comr. Hennock interrupted. "Are you testifying? Or is that a question? I don't want you to answer that, Mr. McCarty. I just want a ruling on that. Is that a question? That there is a need for commercial and that there is a need for educational? Is that a question? Kindly put it in question form."

Mr. Plotkin said he had asked a question and Comr. Hennock asked the reporter to read back the question, commenting to the witness:

By the way, perhaps you would like to leave it up to the Commission to determine what educational needs are. Perhaps we should look into this whole thing and make our own survey and see whether these stations for educators shouldn't come before these commercial interests.

Perhaps that is our job and not yours as a witness, who steps in here for a few hours to testify. You are no expert at this point on where these television channels should be placed from an engineering and an educational viewpoint, without having those studies made by this very Commission.

Question Re-read

The question was re-read and Comr. Hyde observed it would seem a question existed "on which the Commission might ask for the viewpoint of the witness."

Comr. Hennock stated further: "I don't know what you mean by accommodation of commercial interests and accommodation of educational interests and a national television service from each one of those viewpoints, and I think an all-inclusive question of that kind, inferring a preference and an accommodation for either one, or whether it be on a parity, by this witness, who has taken the trouble as an educator to come in here in a general way to support all education and the public getting education for 150 million people—I think it is an imposition on this witness and every other educational witness."

She continued:

You haven't had that engineering study made, have you, Mr. McCarty, and you don't have it at your disposal do you? You don't know whether any given community should have one commercial and one educational or on a shared-time basis, commercial part time and educational part time, in any community . . . and for you to be put in the position of making these answers by our counsel is unfair.

You haven't had the evidence in this record to justify that kind of testimony by you or any other educational witness. . . . There was an engineering survey made by this Commission, and this proposed allocation plan was made from a commercial and not from an educational viewpoint. That proposed allocation in this notice of proposed rule-making is purely on a commercial basis, and I charged that repeatedly in executive session and I am bringing it now into the open, and I defy you to show how any educator or any commercial interests can talk about what this country needs from an educational viewpoint without the same kind of an engineering survey that our staff has made for the commercial interests, and I am not going to have these witnesses put in this position without showing this on the public record.

"Mr. Chairman, is it the purpose of the Commission that I not ask these educational witnesses any questions?" Mr. Plotkin asked. "If so, I will bow to the ruling of the Commission."

"You can ask the questions, but I don't think you should ask loaded questions," Comr. Hennock interjected, "and if they are loaded, I want to call the attention of the Commission and of the public to that fact."

"Mr. Chairman, I have been a member of the Commission staff for 11 years and my conduct during that time will speak for itself," Mr. Plotkin said. "If the Commission doesn't desire me to ask questions of these witnesses, I am an employe of the Commission and will of course bow to its ruling. Otherwise, I don't think I should be treated this way."

"We have a question here which we can consult each other on before we proceed," Comr. Hyde said, recessing the proceeding for a brief period while the Commission members present went into conference.

Upon resumption, Comr. Hyde said the Commission counsel "should examine the witnesses as usual for the purpose of developing a satisfactory record. By a satisfactory record I mean one on which we get full information, whether it favors or whether it tends to oppose the petition that is before the Commission. The Commission will expect Commission counsel to perform his usual function along those lines."

Mr. Plotkin asked if he should restate his query.

"I would like to register my dissent," Comr. Hennock said. "I would like to state that a satisfactory record should be made, and it is the duty of counsel to bring out evidence according to the rules of evidence. These questions are to be asked without any assumptions of evidence in the record, which has never been produced, without evidence that has been established with regard to necessity."

Asking Mr. Plotkin to be specific in his questions, she continued:

Furthermore, we of the Commission have never had an engineering study made for the benefit of these educators in their interest. We have not thought of this allocation plan in terms of the interests of the public and education; and it is our duty as much to get up an allocation plan for those educators and their needs as it is to show what the commercial interests are of this country and work on their plan week in and week out, a year and a half and two years; and not five minutes of this work has been done for these educators by our engineering staff and by your very legal staff; and I want that on the record.

Instructed by Chairman Hyde to proceed, Mr. Plotkin said, "Mr. Chairman, I don't think it is appropriate for me to challenge the statement of any Commissioner."

"I think it is," Comr. Hennock retorted. "You can challenge my statement, and I want it right out in the open right here. I have said

THIS is a reprint of a cartoon sent to RCA referring to RCA President Frank M. Folsom's answer to FCC last month [TELECASTING, **Nov. 13**] **on the request it supply CBS with samples of its tri-color picture tube. Mr. Folsom had said in part: "If this kind of thing goes on in America, the Phillies certainly missed a bet in the last World Series. They should have asked the Yanks for Joe DiMaggio." RCA is unable to identify the artist other than "Mr. Schady."**

it here and I have said it to you right in my room, and I have said it in Commission meetings. Let's have it out."

Acting Chairman Hyde said:

I believe that I should make this statement for the record; that such allocation plans as have been made have been drawn up to satisfy engineering principles with the objective of providing service to the public generally. I believe that as a matter of principle we have not undertaken to provide coverage, to inject into these engineering studies the requirements of particular classes of stations. I think that is the general approach to it.

"By 'particular classes of stations' you mean educational, noncommercial, and the commercial stations?" Comr. Hennock asked. "There are just two classes I am concerned with."

"The point I wanted to make was that the allocation plan that was drawn up to give scope and direction to the hearing was not designed particularly for commercial stations nor for education," Comr. Hyde explained, "but rather to provide service having regard for the engineering factors involved."

"I am very sorry," Comr. Hennock stated, "but Mr. Plotkin said, 'Yes, when we get all through, I will try to get my staff to do some work on an educational plan'—when we get all through—not stating when. He said that right in my office. You [to Mr. Plotkin] said that, and don't deny it."

"This is being extremely unfair," Mr. Plotkin said, "and . . ."

". . . I am repeating what you said," Comr. Hennock broke in. "It is just as unfair for these people to come in here without the proper engineering done for their interests by our staff as for you to ask questions that couldn't be answered without that type of study for our staff."

Answer Difficult

The witness said he understood the question but believed it "would be presumptuous for me to try to answer it with a mathematical division of the total facilities available. As indicated, this would seem to be a matter dependent upon the circumstances."

Mr. Plotkin asked Mr. McCarty if he agreed his views on policy could "certainly be helpful to the Commission in making up its mind on the policy determination the Commission must make?"

"I believe our experience would offer a guide," he replied.

"We would be derelict if we didn't ask the benefit of your experience, wouldn't we?" Mr. Plotkin continued.

"I believe we have an experience ... the information on which should be made available generally."

"Now another recommendation of your Joint Committee is that only one VHF station in each community be assigned exclusively for educational purposes; is that your understanding?" Mr. Plotkin asked the witness.

Comr. Hennock stated:

I object to any answer to that until an engineering survey has been made to show what these communities are, where they are, from the viewpoint of educators and educational institutions, the condition of education in that vicinity, with a view toward illiteracy, the necessity of education by the population in that area, the amount of money spent by those communities for education, and the necessity for the use of the cheapest form of mass education, which is television, and all these other studies that must be here before you can answer that question; and unless the surveys are put into this record on a specific-city basis and unless you include in these questions a locality and all these conditions which determine where that educational station belongs that you are not entitled to answer because it cannot be correct; and I think I am going to move to strike every answer that has been made by an educator to these very questions you have been asking right from this record. They are not based on any evidence we can accept as a Commission.

"Mr. Chairman, I believe Miss Hennock did not hear my question," Mr. Plotkin stated.

"I am hearing your questions, and I have been hearing them here since Monday, and I am tired of hearing them," Comr. Hennock said.

Plotkin's Views

After further argument Mr. Plotkin said to the chairman, "I am forced to the conclusion that if I persist in the line of questioning which I think necessary for this record, the hearing will be unduly prolonged; and in view of that fact, I had better desist."

"It is about time you were forced to that conclusion," Comr. Hennock said. "I want to point out that this is the general portion of these hearings, and you aren't supposed to go into specific-city requirements, and you wouldn't allow these educators time to come in here and prepare and insisted on not giving them an adjournment, and you made them start on November 27. You didn't give them a chance to get these surveys on their own, which they need to answer these questions intelligently and honestly."

"It was the Commission which fixed the date," Comr. Hyde observed.

"And it was you [addressing Mr. Plotkin] who wanted it, too," Comr. Hennock added.

"Mr. Chairman," Comr. Webster interposed, "the majority [of Commissioners present] a few minutes ago ruled. And I suggest that we proceed in accordance with that ruling and permit the general counsel to continue with his questioning."

"The hearing will proceed," Comr. Hyde ruled. "Mr. Plotkin, you will continue with your examination. It is understood that Miss Hennock has an objection, which of course will be given further consideration in connection with the Commission's study of the record. I think on that basis we can proceed with the hearing."

"I reserve my right to press my objection with regard to each individual question if the questions are unfavorable," Comr. Hennock said, "and I am not taking a blanket ruling, Mr. Chairman."

"Well, it is understood that an objection may be raised at any time," Mr. Hyde said.

Comr. Hyde cordially welcomed Merlin H. (Deac) Aylesworth, first president of NBC and now radio-TV consultant, who appeared on his own behalf to support general reservation of TV channels for education on condition a united showing be made that the channels would be used effectively. Comr. Hennock indicated she was "impressed" to see one of commercial background appear in the interest of education.

Mr. Aylesworth reviewed program fundamentals learned early at NBC in both commercial and educational fields, stating it was hard in those days to get educators interested in radio. He outlined programs, committees and other efforts in the field.

The former NBC executive saw possibilities of wealthy persons endowing educational TV stations like university buildings. He emphasized programs must be made so good people will want to see them and felt cooperation could be worked out with commercial interests.

Mark C. Schinnerer, superintendent of Cleveland public schools, detailed educational TV needs and potentials in that area and reviewed successes of WBOE, the board of education's outlet.

Edward T. Schofield, president of Educational Film Library Assn. and assistant supervisor, department of libraries, visual aids and radio, Newark board of education, related future expanded effectiveness of film libraries through TV.

Bevis Appearance

On Thursday, Howard L. Bevis, Ohio State U. president, appeared in behalf of the Assn. of Land Grant Colleges and the National Assn. of State Universities to support the JCET position. He said a survey of 72 institutions was made to learn which planned immediate entry into TV station operation. Of 49 replies he said 15 planned station establishment now or in the near future while another 31 do with the next 30 years—a "realistic" reflection of the slowness with which educational innovations are accepted and put into practice.

To questioning, Mr. Bevis indicated education had ample warning of the educational TV issue since it was announced July 11, 1949, but Comr. Hennock noted only a month's notice was given as to the exact starting date of the hearing.

Others appearing Thursday to support the JCET proposal included: Constance Warren, National Education Committee of American Assn. of University Women; Grace Rawlings, principal of Liberty School, Baltimore, representing the Dept. of Elementary School Principals, NEA; Maurice G. Blair, associate superintendent, Los Angeles city schools; M. R. Traube, dean, School of Education, Pennsylvania State College, representing American Assn. of Colleges for Teacher Education; Pearl A. Wanamaker, Washington state superintendent of public instruction and president of National Council of Chief State School Officers; George E. Watson, superintendent of public instruction, Wisconsin; John J. Desmond Jr., Massachusetts commissioner.

CLASS PROJECT

DuMont Co-sponsoring

TO DETERMINE how television may best be used to supplement classroom instructions in formal education is the primary purpose of a project undertaken jointly by Allen B. DuMont Labs and the Montclair State Teachers College, Upper Montclair, N. J.

Closed circuit transmission of TV programs to high schools near the college will be used to find practical answers to such questions as what school subjects are best suited for TV treatment, how television can be used to improve teaching, and how a college TV center can supplement routine studies in high school classes. If preliminary tests indicate the need for expanding the experiment to schools farther from the college than can be easily reached with a closed circuit connection, DuMont will ask the FCC for permission to use its experimental UHF transmitter in these tests.

H. E. Taylor Jr., manager of the DuMont TV transmitter division, is representing the company in the experiment. Dr. Herbert B. Goodeen, assistant professor of social studies, heads a central committee handling the college's part of the program. Three sub-committees of this central committee are establishing a TV workshop, monitoring current TV programs to see which should be included in the project and compiling a list of available TV material. Edward C. Rasp Jr., director of the college's Audio Aids Lab, has been named coordinator of the program and is now making an overall study of operations at WABD (TV) New York, key station of the DuMont TV Network.

Pet Milk on NBC-TV

PET MILK Sales Corp., St. Louis, will sponsor *Four Star Revue* on NBC-TV Wednesday, 8-9 p.m., beginning Jan. 17. Agency is Gardner Advertising, St. Louis. Pet Milk will be one of three sponsors of the show, participating on a rotating basis. Motorola, which is currently a sponsor, is the second, and the third is as yet unannounced.

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'49 Revenues

(Continued from page 25)

their keys, and 2,005 other AM stations have an original investment of $230,587,035 in tangible broadcast property. Depreciated cost was shown as $150,074,292. In television, original investment in tangible broadcast property was reported at $55,875,583, with depreciated cost placed at $44,941,469.

Loewi Appointed

COMR. MORTIMER W. LOEWI, director of the DuMont TV Network, has been appointed chairman of the National Television Committee for Brotherhood Week. The TV Committee has been originated for the first time this year to enlist all personnel in the Brotherhood drive.

CHURCH SERIES

WTMJ-TV Outlines Plans

SERIES of public service religious telecasts from different churches in the area is being prepared by WTMJ-TV Milwaukee. Station technicians are testing church facilities as TV origination points for the programs, slated to get underway Dec. 24 with a special midnight mass from St. Roberts Roman Catholic Church.

Full details as to format of each program will be discussed with officials of individual churches, according to Bruce Wallace, manager of public service broadcasts and promotion for WTMJ-TV. Each program will consist of a typical church service and run an hour or more beginning generally at 9:30 a.m. Series will be telecast through Feb. 11, according to present plans. Order of appearance throughout the series was determined by number of members of each denomination, covering such churches as the Missouri Synod, Jewish, Lutheran, Methodist, Evangelical, Presbyterian and Episcopal.

Te-Ve

TV Broadcast Financial Data, 1949

Item	4 networks and their 13 owned and operated stations	85 other stations [1]	Industry Total
Revenues from network time sales	$8,862,399	$1,933,113	$10,795,512
Revenue from sale of time to national & regional advertisers and sponsors	2,965,594	4,309,419	7,275,013
Revenues from sale of time to local advertisers and sponsors	2,295,468	7,164,140	9,459,608
Total revenues from time sales	14,123,461	13,406,672	27,530,133
Commissions paid to representatives, etc.	2,273,333	1,805,394	4,078,727
Incidental broadcast revenues:			
Revenues from sale of talent, etc.	4,490,492	1,521,237	6,011,729
Furnishing material or service	2,005,437	1,396,458	3,401,895
Other incidental revenues	547,983	916,943	1,464,926
Total broadcast revenues	18,894,040	15,435,916	34,329,956
Total broadcast expenses	30,635,895	28,956,011	59,591,906
Total broadcast loss	(11,741,855)	(13,520,095)	(25,261,950)
Investment in tangible broadcast property:			
Original cost	19,084,764	36,790,819	55,875,583
Depreciation to date	4,350,273	6,583,841	10,934,114
Depreciated cost	14,734,491	30,206,978	44,941,469

[1] One station was an experimental station operating commercially.

Road for NAB-TV

(Continued from page 26)

specialized activities of interest to special member classes entirely, or almost entirely, outside the association. It plans to retain only the services of interest to all members so that these members will not be required to pay part of their dues to support activities in which they have no direct interest.

NAB-TV probably will start out with its own officers and board, but NAB President Justin Miller and General Manager Ryan will execute the policies and directives of the NAB-TV board.

The NAB and NAB-TV boards may meet at the same time, and at the same place, though this is one of the problems to be worked out by the committees and the January convention.

With creation of an NAB-TV board the NAB by-laws would be amended to delete the two TV directors-at-large (Messrs. Swezey and Thomas). NAB's staff would be available to NAB-TV and would provide government and public relations, engineering, labor, research, legal and similar services.

Bette Doolittle, AWB executive secretary, will become assistant to Charles A. Batson, director of the NAB-TV Dept. Presumably the department personnel would provide the framework for the NAB-TV staff.

NAB's Position

NAB board members and headquarters officials are convinced TV stations need a free, competitive operation. They believe NAB-TV will provide the answer. The first year of operation, assuming NAB-TV is launched early next year, will be one of trial and error. The video association will be free to spend money as it sees fit and probably will be in a position to do much of the basic promotion work the new industry desires.

Members of AWB's District 2 learned of the AWB separation plan Saturday when Mr. Fay addressed the Syracuse convention. AWB members have contended for some time they have been the Orphan Annie of the NAB, getting pushed around more and more through the years.

General Chairman of AWB is Katherine Fox, WLW Cincinnati. Miss Doolittle has directed operations at NAB headquarters with a very small budget. Given their NAB divorce, AWB members believe they can start a membership and set up a new feminine trade association with greatly broadened scope.

NAB will cooperate by providing office space and departmental services while the project is getting under way. When AWB designates an acting director, headquarters will be at the NAB offices. NAB will turn over $3,000 in budget money to AWB. This covers dues payments and other funds. The project has been in the works several months.

Board to Act

Next steps in separating Broadcast Advertising Bureau from NAB will be taken when the board's BAB Committee meets. No definite meeting date has been announced. Some NAB members have suggested the BAB project be modified to keep down costs.

At first backers of BAB separation spoke in terms of a million-dollar advertising project. A recent survey showed that if all NAB members wanted BAB and 30% of their dues went to the agency in its first year of separation, it would be necessary to enroll perhaps 700 non-NAB members to finance a $500,000 BAB.

As part of normal NAB operation NAB Secretary-Treasurer C. E. Arney Jr. last week mailed certification forms to NAB members in preparation for coming board nominations and elections. Stations will list on these forms the names of those eligible for nomination. After nominating ballots have been mailed, the authorized NAB delegate of each station will cast the station's vote or votes. The nominating lists will be sent out Jan. 10, with the election process to be completed March 1.

Thirteen board vacancies are to be filled. They include the posts now occupied by these directors: District 1, Paul W. Morency, WTIC Hartford; District 3, George D. Coleman, WGBI Scranton, Pa.; District 5, Allen M. Woodall, WDA... Columbus, Ga.; District 7, Gilm... N. Nunn, WLAP Lexington, Ky... District 9, Charles C. Caley, WMB... Peoria, Ill.; District 11, John P. Meagher, KYSM Mankato, Minn... District 13, Mr. Rembert; District 15, Glenn Shaw, KLX Oakland.

Cox Named

District 17 last August elected H Quenton Cox, KGW Portland, Ore., to fill the post to be vacated in April by Harry R. Spence, KXR... Aberdeen, Wash., who was ineligible to run for another two-year term because he had served the maximum of two consecutive terms.

Five directors-at-large will be elected. The posts involved are now occupied by the following directors who are serving one-year terms: John H. DeWitt Jr., WSM Nashville, for large stations; John Esau, KTUL Tulsa, for medium stations: Edgar Kobak, WTWA Thomson, Ga., for small stations; Bert Strouse, WWDC-FM Washington, for FM stations; Mr. Thomas WOR-TV New York, for TV stations.

NAB President Miller last week designated Ralph W. Hardy, director of government relations, as secretary of Broadcasters Advisory Council, representing the four major networks, Radio-Television Mfrs. Assn., National Assn. of Educational Broadcasters and TBA. The committee advises with the government on national defense matters.

ADVISORY UNIT

Ethridge Resigns Post

RESIGNATION of Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Louisville Times* (WHAS-AM-TV), as chairman of the U. S. Advisory Commission on Information was accepted by President Truman Nov. 25. Mr. Ethridge attributed his resignation to "ill health."

The publisher was appointed to head the advisory group in August 1948. The five-man commission, which also includes NAB President Justin Miller, was established in 1948 by Congress to study U. S. information and educational program overseas and to make semi-annual recommendations to Congress on its findings. It has concerned itself largely with problems relating to Voice of America.

Mr. Ethridge's resignation was reluctantly accepted by the President, who praised his work at the helm of the advisory group. Name of his successor was not revealed. Other members of the group, aside from Judge Miller, are Philip D. Reed, chairman of the board, General Electric Co.; Erwin D. Canham, editor, *Christian Science Monitor;* and Mark May, director of Yale U.'s Institute of Human Relations.

NEW all-inclusive antenna book, *TV and Other Receiving Antenna* (Theory and Practice), by Arnold B. Bailey, announced by John F. Rider Publisher Inc., N. Y.

HEAD table at the Nov. 16 meeting of the Philadelphia Television Assn. [BROADCASTING • TELECASTING, Nov. 27] finds this group enjoying festivities. They are (l to r): Seated, Allan Trippe, president, Adrian Bauer Advertising; Ernest B. Loveman, vice president and general manager, WPTZ (TV); Ethyl Foster, Theatre Arts Institute; Mrs. Billie Farren, Neal D. Ivey Agency; Edward Madden, NBC vice president in charge of TV, who spoke on "The Economics of Television;" standing, Dick Strome, of Dick Strome Television; James M. Toney, director of public relations, RCA Victor; Col. Edward Davies, TAP president and head of agency bearing his name; Al Bersohn, RCA Victor publicity; H. V. Anderson, NBC-TV account executive; John Gilligan, vice president in charge of advertising, Philco Corp.

Carlson Sworn In

REPUBLICAN Frank Carlson, former Kansas Governor, was formally sworn in as a U. S. Senator last Wednesday. Elected last November to a Senate term which expires next year, the Kansan has been mentioned as a possible GOP addition to the Senate Interstate & Foreign Commerce Committee in the 82d Congress [BROADCASTING • TELECASTING, Nov. 13].

Parade Rating

SPECIAL C. E. Hooper rating reported that half of New York City's TV homes and 90% of the TV sets tuned in from 10-11:55 a.m. were tuned to WJZ-TV for Macy's Thanksgiving Day parade telecast, Thursday, Nov. 23 (10-11:55 a.m.). Hour-and-half show received an overall rating of 38.7% but the last half hour averaged 46.4% rating, indicating that 850,000 TV homes were viewing the telecast.

SOUTHERN CALIF.'S SPONSOR ADVANTAGES

Cited by Hilly Sanders of Dan B. Miner Co.

IF you're going into television in Southern California you are better off commercial-wise than in other sections regardless of whether you plan to assume the mantle of sponsor, agency representative or plain novice.

Miss Sanders

That's what Hilly Sanders, vice president of radio and television for Dan B. Miner Co., Los Angeles, declared at a recent gathering of members of the Southern California alumni chapter of Alpha Delta Sigma, national professional advertising fraternity. Also on hand were leading industrialists and undergraduate advertising students.

Miss Sanders referred to the mass appeal of television which offers a great opportunity to manufacturers by lowering their cost per sale more than any other medium today.

Speaking of television commercials, she declared that the more action there was, the better, and the closer the commercial is integrated with the program, the better.

Other portions of Miss Sanders' address included a prediction that profitless days of video would soon be over; the assertion that, unlike radio where the agent or producer must start with an idea, in video he must begin with a budget; the claim that motion picture know-how in Los Angeles gave the Los Angeles advertiser better camera work on his show.

In conclusion, Miss Sanders declared that the best way to control a television show outside your own market is to put everything on film. "If the film is to be cut into a program, cut it yourself. Leave nothing to be done at the station except project the film, whenever possible."

KUDNER

Cancels Two Shows For Lack of Class A Time

THE INCREASING scarcity of good Class A television time has resulted in a cancellation of plans by Kudner Agency in behalf of two of its national advertisers, suggesting a dilemma that may soon be faced by a wide segment of the industry.

The agency had arranged to put Cecil B. DeMille in an hour-long, alternate week, television extravaganza for Goodyear Rubber Co., but was unable to clear station time through any of the networks it sought. Thus the entire deal has fallen through. Goodyear meanwhile will continue sponsorship of its *Paul Whiteman Revue* on ABC-TV through Young & Rubicam.

Another Kudner advertiser, Buick Co., had had an option for one-hour weekly on CBS-TV for a program to start in January. Network in this case too, it was understood, was unable to clear Class A station time and as a result the option has been discontinued.

Stark-Layton Plans

WILBUR STARK-Jerry Layton Inc., New York radio and TV packager, has announced the principals have started individual business activities in the same field, while continuing their joint enterprise, Mr. Stark will be located at 510 Madison Ave. and Mr. Layton at 551 Fifth Ave.

'DEALER' POLL

Godfrey Takes 3 Firsts

CBS' ARTHUR GODFREY won three first place awards in the 21st annual radio poll conducted by the *Cleveland Plain Dealer*, it was announced last week. Out of 13 categories for which readers cast votes, Mr. Godfrey won in the "favorite program," "favorite entertainer," and "best variety show" classes.

In the other categories, Lowell Thomas, CBS, was chosen "best network news program" while WTAM Cleveland's Bill Tomkins was selected for the "best local news program." *Suspense*, on CBS, was chosen "best mystery show," while *Firestone Hour*, NBC, was selected "best musical program." *Lux Radio Theatre*, CBS, was judged "best dramatic program." Guy Lombardo, MBS, was chosen "best orchestra."

The Ohio Story on WTAM was picked as "favorite Cleveland program" and Bill Randle of WERE Cleveland won the title of "best disc jockey." Jimmy Dudley, also WERE, was judged "best sports announcer." *Fairy Tale Theatre*, a local children's show on WGAR, was chosen "best juvenile program" over several network contenders.

The *Plain Dealer* stated that Mr. Godfrey won by substantial margins in 3 of the 13 categories. Jack Benny, CBS, trailed him in the "favorite program" category, followed by Bing Crosby, CBS, and *Lux Radio Theatre*, latter two tied for third. In the "favorite entertainer" class, Mr. Godfrey was followed by Bob Hope, NBC, second, and Jack Benny, third. Mr. Benny followed Mr. Godfrey in the "variety show" balloting, while Bing Crosby was third in that category.

LONG-CBS SUIT

Hearing Set for Dec. 15

W. E. LONG advertising agency and CBS Chicago's counter-suits will be reviewed by Master in Chancery Gerard Conner in an all-day hearing in Chicago Dec. 15. CBS originally sued the agency for $1 million, charging W. E. Long Co. used talent under exclusive contract to the network and its Chicago station, WBBM.

Long, in a counter-suit, seeks $2 million from CBS, $1 million in actual damages and $1 million as punitive damages because of alleged "libelous statements" made by CBS in court. The hearing slated for Nov. 13 was postponed. Last court session was Nov. 6.

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Richards

(Continued from page 27)

dinary citizen's, and that neither does the Commission nor any members of the Commission."

FCC General Counsel Benedict P. Cottone objected to Mr. Fulton's statement, labelling it "arrogant" and "presumptious and insulting." Examiner Cunningham sustained the objection.

Mr. Fulton then—"for the benefit of a court which should have to review it"—inquired as to "the experience, if any, with which you approach the position of saying that you do not feel that you need the assistance of any expert."

Mr. Cottone again objected, and Mr. Cunningham again sustained the objection. Mr. Fulton continued:

Well, I have here a request for subpenas for the members of the FCC for the purpose of establishing, if the subpenas are granted, that they have no unusual experience that would enable them to be experts in this field, so that it may be clear in any subsequent proceedings that we are dealing with decisions of people who claim no unusual experience in the field of news.

Request Denied

Examiner Cunningham, denying the request, noted that FCC "itself is the body set up by Congress to determine this proceeding ultimately. . . . They shall make the final determination, and certainly a request of this kind, that they appear and testify as to their qualifications, is somewhat irregular and, I think, improper. . . ."

In his review of the issues of the case, Examiner Cunningham said the "important" points include—aside from whether Mr. Richards ordered news slanting—the question of whether his stations "performed a disservice rather than a service to the public" even if it did direct his employes to "handle the news in such a manner as to further promote his private political, social and economic views and his own personal interests."

At a later point Examiner Cunningham said:

The Commission is not concerned in this proceeding or in any other proceeding that I know of as to whether the newscasts over any particular station are fair and objective. That, of course, rests with the broadcaster himself.

Mr. Fulton contended this meant there was "no necessity" for the hearing.

Much of last week's hearing was occupied by FCC cross-examination of representatives of Radio Reports Inc., which made checking records and notes on KMPC newscasts over a period of years. Counsel for Mr. Richards have charged that these records were "suppressed" by FCC, but Examiner Cunningham struck the charges from the record and denied a motion—recently renewed—which was based on them [BROADCASTING • TELECASTING, Oct. 23, 30].

Under questioning by Mr. Cottone last week, Mrs. Emily Timmons, Los Angeles manager of Radio Reports, testified that Mr. Richards' legal counsel knew of the existence of her firm's KMPC records before the hearing started, that all of the transcriptions were furnished to FCC, and that those which were not wanted were resurfaced as a matter of normal company policy.

Civil Defense

(Continued from page 30)

tion of so-called "radio silence" and homing devices.

The President's blueprint for a Civil Defense Agency was referred to the House Armed Services Committee, which planned to start hearings today (Monday). Two similar bills to implement civil defense—one (S 4162) sponsored by Sen. Brien McMahon (D-Conn.), chairman of the Atomic Energy Committee, and the other (H 9689), introduced by Rep. Durham—were referred to the Senate and House Armed Services Committee last September but no action was taken.

Under Mr. Truman's plan, the administrator would be responsible only to the President and would exercise authority for civil defense planning over all other agencies or departments, including the Dept. of Defense and Atomic Energy Commission, and have priority on all federal expenditures if necessity demands.

Communications Plan

The administrator, who would be salaried at $17,500 per year, would have the responsibility of assuring an adequate communications network and warning systems in the civil defense master plan, of which communications has been termed the "nerve system" [BROADCASTING • TELECASTING, Sept. 25].

Additionally, the civil defense measure would authorize (1) any state to negotiate mutual aid pacts with Mexico, Canada, Cuba or European possessions with the approval of the civil defense administrator and the Secretary of State; (2) the Secretary of State to enter into defense agreements with any other country; (3) the administrator to allocate funds to state groups for defense activities, with the states putting up 50% of the sums.

State and civic leaders have complained that the government had not taken firm action with respect to resolving question of how much it would bear in civil defense planning. Under the President's plan, the funds would be doled out on the basis of the number of critical targets (now listed by NSRB at 140) and people within any one state.

The administrator would be required to see that state groups meet certain specifications on civil defense activities, thus giving him complete authority of each state program.

The agency would coordinate communications activities of FCC, Dept. of Defense, and radio-TV and other communications networks. Also suggested is the creation and direction of "secondary" channels of communication between federal, state, regional or local civil defense centers, as well as establishment of communications centers.

While there was no immediate estimate as to how much the agency project would cost, it is believed the amount would run into the hundreds of millions of dollars. The Budget Bureau reportedly has approved the sum requested by the President to set up the new agency.

There is speculation that Mr. Truman will wait until January before appointing an administrator, who would be subject to Senate confirmation. Most of the personnel now working in the NSRB civil defense office, including Robert Burton, who heads communications, would shift to the new agency. Other personnel would be added, too, to put it on a fully operative basis.

Mr. Burton has been preparing a technical manual as a followup to the security board's suggestions on use of communications, and said it is almost complete, lacking only necessary details to be specified after the "new-line" agency is set up.

The manual will be similar to that issued during World War II, delving into the cost of equipment, number of personnel and other factors, he said.

Mr. Burton also has been conferring with military authorities on the use of frequencies civil defense operation will require. Encompassed in the discussion are frequencies currently being used by amateur operators. Mr. Burton has been asked to furnish the exact frequency needs for civil defense [BROADCASTING • TELECASTING, Oct. 30]. Other talks involve a portion of FCC's proposed 1750-1800 kc disaster network band for civil defense use.

No details were available as to time and place of the proposed communications "dress rehearsal" test, which was described by some government officials as "highly classified."

FCC and the Continental Air Command are seeking to determine if certain stations can remain on the air without lending themselves as "homing devices" for enemy aircraft.

FCC has put licensees on notice that national-defense authorizations will be made periodically which may affect them but which cannot be divulged for security reasons. The Commission said stations directly affected would be notified "as fully as possible consistent with security regulations."

ELECTRONIC EQUIPMENT • PARTS
COILS · RELAYS · LARGE STOCK OF OTHER ITEMS
CONTROLS · SHOCK MTS.
CRYSTALS · SOCKETS · LET US QUOTE YOUR NEEDS
FILTERS · SOLENOIDS
FUSES · SPAGHETTI
HARDWARE · SWITCHES · WRITE, WIRE PHONE
KNOBS · TRANSFORMERS
POTENTIOMETERS · VIBRATORS
IRON CORE PLUGS
Universal General Corp 124 CANAL ST N.Y.C.

WCKY UNIT

Has New Transmitter

EXPRESSING his faith in the future of radio broadcasting, L. B. Wilson, president and general manager of WCKY Cincinnati, last week dedicated a new 50 kw transmitter for the station. The old transmitter also will be retained so the station can maintain its 24-hour-a-day schedule at full power with a minimum of interruption.

Mr. Wilson

At the dedication ceremony Nov. 27, Mr. Wilson said: "This new transmitter is an expression of WCKY's continued confidence in radio broadcasting in America, and the station's extended effort to bring its listeners the best in entertainment and programming." WCKY is an independent operation and has remained under the same management and operation for more than two decades.

This new GE unit is the sixth transmitter to be used by the station, according to Charles H. Topmiller, station manager and chief engineer. When the outlet started in 1929 it had 5 kw. Power increased to 10 kw in 1936 and 50 kw in 1939. Two years ago a 10 kw transmitter was installed as emergency and auxiliary equipment.

IRE CONFERENCE

Southwestern Meet April 20-21

DALLAS-FORT WORTH Section of the Institute of Radio Engineers has announced the next Southwestern IRE Conference will be held April 20-21, 1951, at Southern Methodist U., Dallas.

The conference is to be sponsored jointly by the student branch of IRE at SMU and the Dallas-Fort Worth section. Highlights of the conference are to be a keynote address by a well-known authority; papers presented by men of prominence in the industry; an Industrial Exposition, displaying the latest in electronic and radio components and equipment; a "Texas-style" banquet, and other special events.

Richard McLaughlin

FUNERAL services were conducted Friday in Chicago for Richard McLaughlin, 24, sportscaster and writer at WFRP Savannah, Ga. He was found dead in his room Nov. 25 beside a burning gas heater, and is believed to have died as a result of a diabetic coma complicated by a loss of oxygen absorbed by the heater. He previously was with WEAW(FM) Evanston, Ill., and was a writer on the news staff at ABC Chicago.

allied arts

MAURICE UNGER, president Charles Maish Co., Cincinnati, appointed manager West Coast operations Frederic W. Ziv Co., N. Y. and Cincinnati. Will take over under one manager and manage entire firm and its associated companies, Ziv Television Programs, World Broadcasting System and Cisco pictures, on West Coast.

JAMES BERG, composer "Statue In the Bay," signed to write syndicated and custom jingles by Richard Strout Productions Inc., Hollywood.

E. RISPIN WOODWORTH, radio-TV director Addison Lewis & Assoc., Minneapolis, to Commodore Productions & Artists Inc., L. A., to work principally with firm's transcribed *Clyde Beatty Show*. Additional duties will include sales and promotion.

CLIFFORD M. RIGSBEE appointed manager radio-phonograph-television group RCA Service Co. Replaces **THOMAS WHITNEY**, who becomes operations manager for government service in company's government division.

CLIFFORD E. OGDEN, sales manager broadcast division Capitol Records Inc., Hollywood, appointed general manager.

SCOTT RADIO Labs., Chicago, distributing new monthly publication for dealers' sales personnel, *Scott Notes*. It contains articles and illustrations on selling methods, product features, effective sales approaches and other material.

DR. HANS W. G. SALINGER, research physicist Capehart-Farnsworth Corp., Fort Wayne, Ind., awarded degree of fellow in Institute of Radio Engineers. Presentation to be made at banquet during annual IRE convention in New York March 19. Degree awarded "for his original contributions in the theoretical approach to electron optics and to filter theory."

Technical . . .

ELMER S. HALL, field and studio supervisor, appointed assistant chief engineer WMAL-AM-FM-TV Washington. **WILLIAM FOWLER**, engineering staff, will replace him.

JACK E. STRUTHERS, operator-announcer and record librarian WDNE Elkins, W. Va., will join Air Force in civilian capacity for overseas assignment.

Equipment . . .

WILLIAM E. RUDER appointed manager metallurgy and ceramics division General Electric Research Laboratory. **Dr. JOHN HERBERT HOLLOMON** appointed assistant manager.

FREDERICK J. WILLARD, general sales manager Philco International Corp., Phila., appointed vice president-sales. Will handle all sales abroad of Philco International products. **F. LEROY SHERMAN**, manager foreign operations, appointed vice president foreign operations. Will handle assembly and manufacture of products in other countries.

RCA TUBE DEPT. announces new edition of Service Parts Directory for RCA Victor TV receivers. Eighty-page directory gives diagrams and lists of RCA TV receiver parts.

MAGNETIC AMPLIFIERS Inc., Long Island City, N. Y., announces standard line magnetic amplifiers, saturable reactors, special transformers and other related devices for applications in servomechanism, computors, regulators and recorders. Also staff will render services on designs of special custom built units. Further information may be obtained by writing company's engineering department at 11-54 44th Drive, Long Island City 1, N. Y.

INTERVIEWS with employes of a large paper mill are being aired four times weekly on CKFS Cornwall as part of public relations campaign of Howard Smith Paper Mills, Cornwall. Program is entitled *CKSF Goes Calling*.

SOMETHING NEW IN CINCINNATI

See Pages 44 & 45 This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Getting closeup look at Stokely's foods are (l to r) Mrs. S. L. Brown of Order of Eastern Star; Don Valentine, show's m.c.; Paul Colwell, national sales manager, Stokely-Van Camp Inc.; Ralph W. Nimmons, national sales manager, WFAA-AM-TV.

* * *

WFAA LENDS HAND

Aids Charity While Promoting Sponsor

PROMOTING public service as well as a program's advertiser is a good way to win friends and keep them. With this in mind, WFAA Dallas successfully launched and climaxed a pre-Thanksgiving Day campaign in the Texas metropolis.

Some 30 women's organizations were special guests on the 12:30 p.m. Monday-Friday half-hour studio participation show, *Laugh with the Ladies*, Nov. 1-21. The Thanksgiving note was added by daily giving two clubs a free case of Stokely's Finest Foods. Stokely sponsors the program. The canned foods were used by the women for charity and other public service purposes. An extra case went to the club with the best turnout.

Station reports the idea was fruitful, as seen by a resulting 50% increase in audience attendance at WFAA's Santa Fe Penthouse studios. Additionally, six women's clubs sought to be scheduled but had to be turned down because of limited time, Harry Koenigsberg, WFAA publicity director, reported.

Average club member attendance per show ranged from 50 to 100, WFAA says, with a diversified turnout including such groups as Girl Scouts, the Hadassah chapter, Dallas Sunshine Club, Pythian Sisters, Gold Star Mothers, Pilot Club, Women's Chamber of Commerce. Club department of the *Dallas Morning News*, WFAA's newspaper affiliate, helped to line up the various women's organizations.

Ad Council Drive

ADVERTISING COUNCIL started radio-TV campaign Nov. 27 to explain new social security regulations for domestics to U. S. housewives at request of Social Security Administration.

Role of RFD

(Continued from page 43)

director to represent only products "ace high from both a quality and functional standpoint" and to deal with the farmer as a purchasing agent rather than as "an ordinary customer," Mr. Cashman said. "And we want to be sure the farm editor understands our distributive setup. He should know how the product is made, what makes it good, how it can be best used and how it gets to the ultimate buyer."

Reminding his audience that "you are not working for the BBC," Mr. Cashman said: "You will be on the air only so long as it pays off for the sponsor unless station management wants to put you back in that cloistered-non-commercial atmosphere. But no one wants to be a holy cow. All of us want to be big milkers.

'Intelligent Handling'

"No sponsor, regardless of how big, can spend a buck on radio unless he gets a buck ten back. We must weight the pail by getting the facts, and we can be sure the sponsor's pail is full of repeat business through careful, intelligent, smart handling of his product and his program," he concluded.

Sunday's agenda also included a panel on "Farm Radio Works Because It Serves and Sells." Mr. Haeg of WCCO Minneapolis, moderator, talked with four farm directors: Mr. Evans, KMBC; Dix Harper, WIOU Kokomo; Bill Macdonald, KFAB Omaha, and Dallas McGinnis, KXEL Waterloo, Iowa.

Station promotion as practiced at WOW Omaha was outlined by Bill Wiseman, promotion manager.

Harry Burke, general manager of KFAB Omaha, described the RFD as "a valuable asset." He said the radio farm director "is worthy of more than passing interest to management," and is "especially valuable" in three fields. These include (1) the imparting of information to the farmer, in weather, news and service reports; (2) serving on shows other than farm programs, and advising on commercial copy; (3) assisting the sales department in strategy meetings before a sales campaign starts, and talking with clients.

Business Session

In addition, the RFD has a public relations value outside the station, developing consumer acceptance of the station's products, its shows, he said. The RFD has a "responsibility for his personal conduct and public behavior, to his station and the audience." Extra-curricular activities are also on the agenda of any capable farm broadcaster, and radio farm directors have to "be in farming up to your eyebrows," Mr. Burke stated.

Saturday morning was given over to reports of committees and a general NARFD business session, after which the Sears, Roebuck Foundation entertained at luncheon. E. J. Condon, director of the foundation, commended the group as "the most influential in the country." He stated that agriculture's progress over the past 25 years has been equal to that of the previous 500 years, and credited farm radio with much of the achievement. Chief speaker at the luncheon was John L. Strohm, associate editor of *Country Gentleman*, who answered the question "How Far Will Russia Go?" with colored motion pictures showing the "primitive" state of Soviet agricultural equipment.

"Russia is not prepared for a full scale war. Its farm implements, for example, are almost primitive as compared with those of 20th Century America," he declared. Mr. Strohm sees Japan as a "bright spot in our picture, whether we be at war or at peace." He urged a "firm American policy to deter Russian aggression."

Delivers News

At the Saturday afternoon session, W. Judd Wyatt, director of advertising for the Missouri Farmer's Assn. Mutual Insurance Co., described the RFD as "the rural newspaper editor of the air, who each day delivers over the farm radio the kind of material the farmer likes to find in his mailbox when he gets his rural paper."

"The wise sponsor of a farm program looks upon the RFD much the same as he looks upon the editor of a rural newspaper," he said. "The editor carries the sponsor's ads along with ads for his competitor. He can't expect the editor to show him favors that can't be shown other advertisers. The editor of the rural paper must make his paper interesting or people won't advertise. His paper must reflect himself. It must be full of stories about people. News is just the same old things happening to different people."

Mr. Wyatt warned the RFDs against selling out to one sponsor, noting "in that case you will lose much of your value to your listeners — becoming a radio house organ." He said the smart advertiser wants the RFD to know more than he himself does about the people in the area covered, as well as the types of farming and problems peculiar to the area. He asked that the RFD call attention of the sponsor to "anything out of line with respect to his locality or its people."

After praising Mr. Wyatt as "one who could tell some of the agency men on Madison Avenue a thing or two about advertising," Maurice B. Mitchell, vice president of Associated Program Service, declared that "dollar for dollar and pound for pound there is more potential impact in farm advertising by radio and television than by any other medium."

'Reach More Farmers'

"Your specialized local farm service programs reach far more farm listeners than the elaborate campaigns that some advertisers and agencies contrive to sweep across the country," he told the RFDs. "You give the listener a human voice with a personal recommendation—not a lot of announcements transcribed in some far away place."

Mr. Mitchell predicted that the initiative in radio will return to "those who had it in the first place —the local station men." He observed that no national advertising campaign can survive if local dealers and regional field representatives are against it. "All advertising is local," he concluded.

Carl Byoir, head of the New York public relations firm by that name, was guest speaker at the Saturday supper sponsored by the Great Atlantic & Pacific Tea Co. He told the RFDs they "render a great service in a much too modest way." He hailed their "unusual opportunity — greater than that of any other single group—to maintain the highest standard of living ever created," but urged them to put profit and politics behind if they are to preserve the American system.

"You are a combined voice that can render a great service," he said. "The time is past when you may ask what you can get from your government. You must ask what you can do to serve your country, which has only one chance in two of survival."

Separate Radio-TV Panels

One of the most interesting features of the two-day convention was the assembling of separate radio and television panels, whose members went into details about their local activities. A fine cross-section of the RFD's AM operation was presented by these delegates:

Emil Bill, WMBD Peoria; Phil Evans, KMBC Kansas City; Cliff Gray, WSPA Spartanburg, S. C.; Dix Harper, WIOU Kokomo, Ind.; Don Peach, KOA Denver; Grant Ritter, WCLO Janesville, Wis.; Ed Vallender, WBCM Bay City, Mich., and Harold J. Schmitz, St. Joseph, Mo.

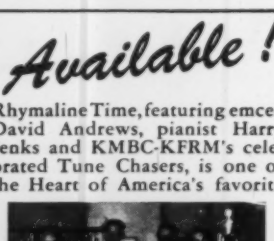
Serving on the TV panel were Phil Alampi, WJZ New York; Layne Beaty, WBAP Fort Worth; and C. R. Elder, WOI-TV Ames, Iowa. In addition, Jerry Seaman of the Bert Gittins Advertising Agency, Milwaukee, and Maynard Speece of the U. S. Dept. of Agriculture TV Division, spoke briefly. The latter told of the USDA research project on television which is underway and promised that findings will be published by next spring. Mr. Alampi recommended that RFDs contemplating TV programs insist on Class A time as interest in farm video is as great among city viewers as in rural areas.

Homer Martz, KDKA Pittsburgh, moderated the radio forum, and Mal Hansen, WOW Omaha, the television discussions.

WQXR New York has issued new rate card with three minor changes: Sun. 12 noon-6 p.m. classified as B time, now listed under Class C with C time including 8 a.m.-6 p.m. and after 11 p.m.; additional discount given on spot announcements totaling 300-600 or more a year; 20% discount on established symphonic and operatic show during Class C time.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas

programs promotion premiums

'LEST WE FORGET' ● ● ●

WTMJ Milwaukee, *Lest We Forget*, Sun., 1-1:30 p.m. started Dec. 3. First quarter hour of program is devoted to transcribed dramatizations of human rights problem. Second 15-minute period is discussion of problem from local viewpoint. New series is handled by WTMJ Democratic Education Advisory Board and broadcast as public service show. Eleven local organizations make up board.

GENE AUTRY SHOW ● ● ●

CBS RADIO SALES sending tear sheet to trade on new Gene Autry film series. It is headed "Back in the saddle again!" Along outside of page, made to look like film strip, are reviews from newspapers, magazines and trade publications. Copy under picture of Gene Autry on his horse gives data on series.

BILLBOARDS ● ● ●

WWL New Orleans placed announcements of 48 shows on billboard in prominent section of city. Billboard promotion highlights stations programs, by using call letters as leads — Wonderful, Wonderful, Listening! Signs give frequency, show to be heard and time.

BRIGHT RED PROMOTION ●

KNBC San Francisco sending bright red promotion piece to media directors and advertising managers. Front all red with white sheet of paper attached by paper clip and handwriting saying: "Here's *the* buy in S. F.!" Inside is letter giving facts on San Francisco market with main points underlined in red.

HIGH PRICED BREAD ● ●

KGVL Greenville, Tex., cooperating with Greenville Kiwanis Club, sold loaf of bread for $105.00. Bread was auctioned off on radio for charity work being done by Kiwanis Club.

COVERS INSPECTION ● ●

WJR Detroit covered annual inspection of Naval Air Station at Crosse Ile, Mich. Station's mobile unit taped interviews with officers in charge of Naval Air Reserve inspecting base. Dale McIntyre, of WJR's special events staff, handled interviews and coverage. Broadcast tied-in with radio-TV promotion relating to Naval and Marine Air Reserve program.

★ ★ ★ ★ ★ ★ ★

HOLEY BLANKET . . .

WJW Cleveland sending clever mailing piece to advertisers, preceding calls by salesmen. Front of piece is made to resemble blanket with three cigarette burns in it, and is headed "The Blanket's Full of Holes . . ." Inside points out that there is no more "blanket regional coverage" by large stations because of small stations in small towns catering to local audience. It goes on to say: "Today, for maximum impact and penetration, you have to buy your markets one at a time . . . remember WJW." On back is memo sheet with name of prospective buyer, along with message.

★ ★ ★ ★ ★ ★ ★

NEW CANADIAN SHOW ● ●

CJBC Toronto, *Press Conference*, aired Mon., and keyed to CBC Dominion network. Half-hour news commentary show interviews leading Canadian radio and newspaper personalities in Great Britain and Canada each week. Foreign correspondents outside Canada will be interviewed at various times during winter.

SCHOOL NOTICES ● ● ●

WCCO Minneapolis will broadcast school closing notices for 17th consecutive year. Station will use five morning shows for broadcasts during winter months. In January last year station broadcast announcements for 163 schools in three hours during morning programs. Station also has mailed out notices to 275 schools announcing service along with requests for names of persons authorized to phone or telegraph information of school closings to WCCO.

KOREAN FIGHTING ● ● ●

WTVR (TV) Richmond, *Matinee Newsreel*, Nov. 8. Interviewed Army sergeant who had just returned from Korean fighting. Sgt. James M. Brink, who is on tour for Second Army, described his personal combat experiences during fighting. It was his first interview since reaching Richmond area.

CITIZENSHIP FEATURE ● ●

WFIL AM-TV Philadelphia, *What America Means To Me*, started Nov. 23, five-minute series broadcasts three times weekly. Program has distinguished men and women telling what America means to them. Recordings from radio and films from telecasts will be made and distributed to schools and colleges for use in teaching good citizenship.

BRIGHT PROMOTION ● ● ●

WTRF-AM-FM Bellaire, Ohio, sending promotion piece to advertisers and trade. Cover of gold and green on white background headed: ". . . sure, FM has laid an egg! . . . A Golden Egg!" Inside has facts and figures on coverage and selling by station. Also has small reproductions of letters from FM radio distributors and sponsors praising FM radio in area.

LEAVE CARDS ● ● ●

WWDC Washington distributing 1951 edition annual and sick leave record cards for government employes. Carl Berger, conductor of *Government News*, designed card to help government workers keep track of their leave. He has asked those writing in for card to enclose donation for March of Dimes campaign. Card was first published in 1946 and reportedly has had requests from as far distant as Okinawa and Berlin. Back of cards has pictures of three station entertainers.

DIRECT HIT ● ● ●

KSPO Spokane sending promotion piece to advertisers. Black, yellow and white cover has picture of bomb being aimed through bomb sight at city and is headed: "Let's suppose YOU'RE a bombadier with just one bomb to score a direct hit . . . in the heart of a BILLION DOLLAR MARKET. . . ." Inside gives facts on stations coverage and population increase along with statements from satisfied advertisers. On back is huge heart showing station coverage in yellow.

PRODUCTION AIDS

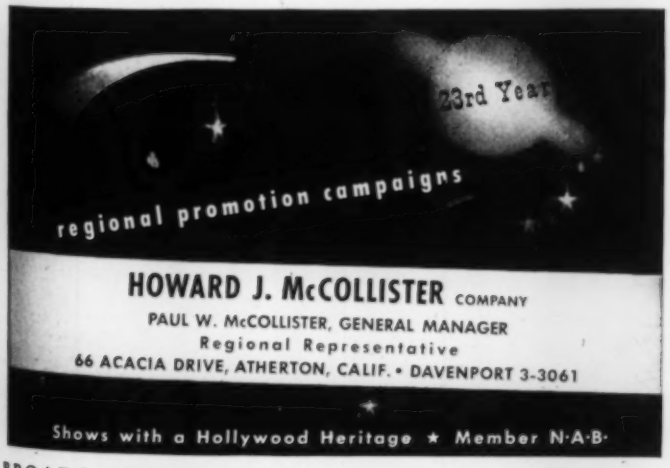
Smith Writes Three Books

BEGINNING RADIO PRODUCTION; RADIO SCRIPTS FOR PRACTICE AND BROADCAST; MICROPHONE TECHNIQUE FOR RADIO ACTORS. By Melvin R. White. Minneapolis: The Northwestern Press. 208 pp, 208pp: and 54 pp, respectively.

MR. SMITH'S three books are written primarily for those who will work before the microphone, as the radio actor and announcer. In *Beginning Radio Production*, he gives a general introduction to radio broadcasting before going into a detailed discussion of the different types of announcing and the duties of each. He also discusses the problems of the radio actor as related to the production of radio plays. Chapters on sound effects and production integration are included.

Radio Scripts for Practice and Broadcast is described as a workbook to accompany the first book. It includes 16 radio plays and readings which the student of radio acting or production may use for practice in mastering the basic techniques of the form. As its title implies, *Microphone Technique for Radio Actors* is an examination of the various techniques a radio actor should use to convey the correct impression or emotion.

BOB DIXON, of WCBS-TV New York *Chuck Wagon*, made honorary lieutenant of Union City, N. J., police department.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

CIVIL DEFENSE

U. S., Canada Officials Meet

CIVIL defense officials of the United States and Canada met in Washington Nov. 22 to discuss interchange of information and plans involving standardization of communications equipment and other topics, and proposed creation of a planning group to study the mutual problems of both countries.

Representing the U. S. were James J. Wadsworth, acting chairman of National Security Resources Board's Civil Defense Office; Col. Barnet Beers, assistant for civil defense liaison, Office of the Secretary of Defense, and officials of the State Dept., NSRB and other groups.

Conferees urged a planning group to study coordination of mutual aid, organization of personnel and procedures and communications blueprints envisioned in President Truman's master plan for U. S. Civil Defense comprising communications and other facets [BROADCASTING • TELECASTING, Sept. 25].

Meanwhile, the American Municipal Assn., which meets in Washington this week, Dec. 3-6, to review defense efforts outlined in the Truman document, released a report on civil defense efforts of city governments. It said that most of the organizations were "still on paper" and criticized the government for failing to supply detailed information on the program.

Chief concern voiced by city groups evolves around how much financial support the federal government will tender. The President's plan calls for financial aid by government but urges states to map out individual budgets. The issue is not expected to be resolved until the Chief Executive and Congress take concrete action.

GETS IMPACT

Publisher Cites Radio

IMPACT of radio has been felt by Abingdon-Cokesbury Press in a very effective promotion for its book, *Poems With Power* and unsolicited, promotion, at that, the firm reports.

It seems that Dudley McCaskill, m.c. of the early morning *Merry-Go-Round* on WSB Atlanta, Ga., was looking for a "snapper" two years ago—something with continuity and human interest to wind up his daily show of news and music. While mulling over the problem, he ran across *Poems With Power*, compiled by James Mudge, and the next day he used one of the verses to close his program.

Response was favorable and Mr. McCaskill continued reading one verse each day from the book until he had finished it. He is now about half way through the book for the second time around, and the publisher reports that sales of *Poems With Power* have maintained a high level in the Atlanta area since the feature began.

'DOLLAR-A-YEAR'

Truman Sets Appointments

PROVISION has been made by President Truman for the appointment of so-called "dollar-a-year" men to government jobs in connection with the defense production program if they possess "outstanding experience and ability."

The President felt, however, operations should be carried out as far as possible by fulltime, salaried employes. Department heads would have to file with the federal register the non-salaried employe's name, government job, and his private employer.

The Chief Executive laid down these policies to guide officials:

(1) Appointments should be limited to those of an advisory or consultative capacity, with operations maintained by fulltime, salaried help when possible.

(2) Appointments to positions other than those may be made when the requirements are such as to require outstanding experience and ability not obtainable on a fulltime, salaried basis.

(3) The department or agency shall take steps to avoid, to as great an extent as possible, any conflict between the government duties and the private interests of such personnel.

FCC actions

NOVEMBER 21 TO NOVEMBER 28

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 21 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: WGRY Gary, Ind.; KFAL Fulton, Mo.

WFMD Frederick, Md.—License for CP to increase power etc.

Modification of CP

Mod. CP AM station to increase power etc. for extension of completion date: KLX Oakland, Calif.; WPRA Mayaguez, P. R.

WORX Madison, Ind.—Mod. CP new FM station to change studio location, ant. height etc.

WFMY Greensboro, N. C.—Mod. CP new FM station for extension of completion date.

License for CP

WGBA-FM Columbus, Ga.—License for CP to make changes in FM station.

November 22 Applications . . .

License for CP

License for CP AM station to increase power, change frequency etc.: KTYL Mesa, Ariz.; WGTC Greenville, N. C.; KBPS Portland, Ore.; WHLL Wheeling, W. Va.

License for CP new AM station: KBMX Coalinga, Calif.; KDLA DeRidder, La.; WOKO Albany, N. Y.

November 24 Decisions . . .

BY A BOARD

Hearing Designated

Carl H. Meyer, Ottawa, Ill.—Designated for hearing application for new station on 1430 kc 500 w. to be held in Washington Jan. 23, 1951, and made WROK Rockford, Ill., WIL St. Louis, Mo., and WOC Davenport, Iowa, parties to proceeding.

Modification of CP

WEIM Fitchburg, Mass.—Granted application for mod. CP which authorized change in facilities, to install new trans., change trans. location and install DA-DN; eng. cond.

Application Amended

KID Idaho Falls—Granted leave to amend application to enlarge issues in remand order of Aug. 9 and amendment concerning coverage, interference and compliance with Standards, was accepted, and amended said order to include issues on those points.

Extension Granted

KOB Albuquerque, N. M.—Granted extension of SSA on 770 kc 25 kw, 50 kw-LS, unl., for period ending March 1, 1951, contingent upon final decision of hearing on application for regular license of KOB on 770 kc.

November 24 Applications . . .

License for CP

KFGR Forest Grove, Ore.—License for CP new AM station.

AM—1600 kc

WKNK Muskegon, Mich. — CP AM station to change from 1600 kc 5 kw-D 1 kw-N to 5 kw unl.

Modification of CP

WRBL-FM Columbus, Ga.—Mod. CP new FM station for extension of completion date.

KSTP-FM Minneapolis, Minn.—Same.

WJZ-FM New York—Same.

License for CP

WXRC Buffalo, N. Y.—License for CP new FM station.

November 27 Applications . . .

APPLICATIONS RETURNED

License for CP

KBOE Oskaloosa, Ia.—RETURNED Nov. 27 application for license to cover CP new AM station.

Assignment of License

KHBR Hillsboro, Tex.—RETURNED application for assignment of license from R. W. Calvert, W. N. Furey and Ross Bohannon, partnership d/b as Hill County Bcstg. Co. to corp. of same name and partners.

November 28 Decisions . . .

BY THE SECRETARY

WEED Rocky Mount, N. C.—Granted mod. CP to change type trans. cond. Granted license for CP change frequency increase in power and install new trans. and DA-2 cond. 1390 kc 1 kw DA-2 unl.

Wm. C. Forrest, Greenfield Twp., Wis.—Granted CP and license for new FM STL KSB-85.

KGAL Lebanon, Ore.—Granted mod. CP for approval ant. and trans. and studio locations.

WHLA Madison, Wis.—Granted mod. CP to change type trans. of noncommercial educational FM station.

WLWC Columbus, Ohio—Granted mod. CP for extension of completion date to 6-16-51.

WPRA—Mayaguez, P.R.—Same to 1-18-51.

KRFM Fresno, Calif.—Same to 1-27-51.

WTOB Winston-Salem, N. C.—Granted license change frequency hours of operation, increase power, install DA-1, change trans. location and

(Continued on page 111)

Good Deed

QUICK action by the State Dept. through its Voice of America may have helped to save the life of an eight-year-old Austrian girl suffering from leukemia. An appeal from a Vienna hospital through Austrian Radio for two newly-discovered drugs was transmitted by the Voice over its two-way radio communications to Walter Reed Hospital, Washington. An adequate quantity of the drugs was shipped by plane to Vienna.

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Help Wanted

Salesmen

Representative firm offers established Chicago salesman or staff excellent midwest opportunity selling radio stations, commission basis. Might consider investment or partnership arrangement later to qualified man or organization. Our men know of this ad. Write fully. Box 91H, BROADCASTING.

Experienced time salesman for local accounts. Want permanent man, who will have chance at commercial management. Good salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.

New England 1000 watt independent. Good market wants solid salesman. Substantial draw against 15% and bonus. Box 111H, BROADCASTING.

Salesman needed to handle expanding business. Must know small market operation and prefer a man with four years radio sales experience. Car essential. Sales well backed by announcing and programming. KNCM, Moberly, Missouri.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station. NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

Announcers

Wanted: Combination engineer - announcer with first class license and announcing experience or training, for permanent, well-paid position with AM station near Chicago; excellent working conditions, fine opportunity. Box 43H, BROADCASTING.

Announcer with first phone. Will use beginner if voice quality, ability and references satisfactory. South-southwestern location. Box 46H, BROADCASTING.

Farm director-announcer. Immediately. Salary between $70 and $90 weekly, depending on man. Send disc, photo, salary required. Box 94H, BROADCASTING.

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. Write full details and expected salary. Box 98H, BROADCASTING.

Combination staff and sports announcer in New York State, 3-5 years experience in play-by-play baseball; some basketball and football experience helpful. Send qualifications, references, disc, photo and salary expected. Box 109H, BROADCASTING.

NBC affiliate in eastern major market wants staff announcer for AM and TV. Salary plus commercial fees. Send details, photo and news reading, audition disc to Box 146H, BROADCASTING.

Announcer with ticket. One year experience announcing. $225 start, raise in six months. J. B. McNutt, KBUD, Athens, Texas.

Announcer with ticket, 250 w daytime indie, Texas Panhandle, $60, divide time with chief. Experience immaterial. Want cheerful, honest fellow who can share credit or blame impersonally with co-workers. Open January 1 or sooner. Send disc, photo. Albert Cooper, KEVA, Shamrock, Texas.

Combo: Real proposition for top man with voice and experience. KFLW-ABC, Klamath Falls, Oregon.

Looking for a comfortable small town setup? Need announcer-engineer at once. Salary $65.00 to start. Phone or wire KLMR, Lamar, Colorado, now. Urgent!

Help Wanted (Cont'd)

Experienced announcer with first ticket. Engineering ability secondary. Best small market daytime operation southwest. Married man preferred who is now overworked and underfed. We offer decent working hours, good pay and employ only above average personnel. Starting salary around $300 monthly with increases accordance your value to station. Send disc and details KTFY, Brownfield, Texas.

Wanted: Experienced announcer with first class ticket. Good pay for right man. Mutual affiliate. Send complete story, photo and disc immediately to Radio Station KXEO, Mexico, Missouri.

Immediate opening two combination announcer-engineers, accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

Announcer: Minimum three years experience. Prefer man with public relations and heavy voice. Must be mature and responsible. Should have production experience and know music and news. State starting salary desired. This is a permanent job with a top, professional, successful daytime kilowatt in midwest. Send disc and all details to Art Hanstrom, Program Director, WFRL, Freeport, Illinois.

Announcer-engineer needed at once. Engineer with 1st class license. Emphasis on announcing. Good working conditions with opportunity for advancement in Virginia station. Send complete information at once to WKLV, Blackstone, Virginia.

Wanted: Experienced announcer with a first class ticket. Car necessary. Excellent opportunities for the right man. Send experience, photo, references and disc immediately. WMNC, Morganton, N. C.

Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Wanted: Combination engineer - announcer with first class license and announcing experience or training, for permanent, well-paid position with AM station near Chicago; excellent working conditions, fine opportunity. Box 44H, BROADCASTING.

Opening for transmitter engineer with first class license, at progressive midwest AM station; excellent working conditions, good salary, fine opportunity. Box 45H, BROADCASTING.

First phone. Permanent. Car necessary. References. WCAV, Norfolk, Virginia.

Wanted, one first class operator for WFNC, Fayetteville, North Carolina. Mail letter of experience, education and references.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. **Contact Station WJAT, Swainsboro, Georgia.**

Engineer-announcer urgently needed. Experience not necessary if willing to work and learn. Contact Irwin Trowbridge, WVMC, Mt. Carmel, Illinois.

Help Wanted (Cont'd)

Production-Programming, others

Continuity writer with at least one year commercial radio copy experience wanted at network affiliate, city of 100,000 in midwest. Reply, giving experience, references, salary expected and copy samples, to Box 90H, BROADCASTING.

One woman copywriter and one experienced announcer. Send disc, photo, particulars first letter. Box 116H, BROADCASTING.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Good programming, plus proper service for your sponsors will mean consistently high weekly billings. If you need that combination, then it makes sense to hire a commercially minded program manager who is prepared to deliver the goods. Experience includes work on both local independent stations and local network stations. Salary, plus incentive or bonus arrangement preferred. Box 69H, BROADCASTING.

Commercial manager, well experienced, seeks change. Box 100H, BROADCASTING.

Engineer, 10 years broadcasting. 2½ years chief. Any make AM or FM up to 10,000 w want position that will permit learning business side of broadcasting. Box 128H, BROADCASTING.

Manager. Thoroughly capable to take full responsibility of your station. Character: Energetic salesman. Box 131H, BROADCASTING.

Capable, successful commercial manager with extensive and complete background in newspaper (10 years) and radio (3 years) wants general management. Would like to remain active in regional and national sales and personally direct local selling activities. Experienced business background, conscientious and thorough selling, knows production and performance. Musical hobby. Wishes to settle down with family (2 children), purchase a home and sink roots into a community of under 50,000. Moderate sustaining salary and percentage with opportunity for substantial stock acquisition. Address replies to Box 147H, BROADCASTING.

Station manager. Experience includes management, sales, programming. Hard worker. Prefer small station midwest town under 100,000. Box 148H, BROADCASTING.

Manager, experienced all phases radio broadcasting, definitely sales minded. Box 132H, BROADCASTING.

Manager-sales manager, percentage basis, no draw, no salary, includes three competent salesmen. Programming, promotion and the knowhow to get the sponsors you have lost, due to inefficient merchandising. No announcers or technicians. Otherwise can handle station. Will take over your problems on fair basis. Replies confidential. Stanley P. Holmes, 719 Colorado, Louisville, Ky.

Salesmen

Good salesman wants good job. Box 99H, BROADCASTING.

Productive salesman. Short on sales experience. Long on announcing and programming. Also hold first phone ticket. Box 127H, BROADCASTING.

Salesman, opportunity and advancement with small station. East. Salary plus. Box 139H, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box [illegible] BROADCASTING.

Staff announcer, 24 years old, 2 college degrees, extensive training all phases announcing, newscasting, at Radio City. Pleasing voice. Can write. Veteran. Will travel. Disc available. Box 966G, BROADCASTING.

Sportscaster. Exciting play-by-play of topnotch sports area. Experienced in basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box [illegible] BROADCASTING.

Want sports? 5 years sports director desires alert full-schedule sports station. Insufficient sports at present post. Class "A" and major league baseball, college, and pro basketball, football, hockey, polo etc. Some TV experience. Box 49H, BROADCASTING.

Sports, news, sales. Denver University radio graduate.. 3½ years newspaper and radio experience in sports, news and sales. 27 years old. Draft exempt. Details, disc, picture on request. Best references. Box 52H, BROADCASTING.

News. Experienced gathering, rewriting, broadcasting. Can also sell. Midwest or southwest. Box 56H, BROADCASTING.

Wanted: Job as sports announcer at radio station that has lots of sports. Air disc and qualifications furnished on request. Box 61H, BROADCASTING.

Experienced woman commentator desires advancement. Prefers southwest. Sell, service accounts, write commercials; handle interviews; remotes and style commentary. Have daily hour participation show. Theatre experience. Interested TV. Copy, disc, picture available. Box 93H, BROADCASTING.

Announcer, colored, excellent voice, have promotional ideas, disc on request. Box 95H, BROADCASTING.

If you need news in factual style, we trust this ad will gain a trial: Experience, college, both combined; the east is what we have in mind. Box 96H, BROADCASTING.

News, sports and special events commentator, 8 years experience. Veteran, married. Presently employed large NBC station. College education. Experience play-by-play major college football, professional baseball and professional basketball, emcee, variety shows, all-round top caliber man with public relations experience. Prefer AM and TV. Top references available. January 1st. Box 97H, BROADCASTING.

Announcer, first phone ticket, vet, 2½ years staff, news, sports and DJ experience. Mostly evening shift. Prefer programming and production to engineering. Programming and copy background and would like to enlarge on same. Disc, references. Box 103H, BROADCASTING.

Announcer-engineer: Due to the station which I own becoming unionized I have two non-union combination men desiring permanent positions whom I highly recommend. They are experienced men and will work at a nominal price either together or individually. References will be furnished by the men and myself. Box 105H, BROADCASTING.

Intelligent, experienced announcer currently employed by independent as program director, continuity writer, announcer, et al; desires opportunity to do straight, effective commercials, news, classics, special events, pops, with metropolitan affiliate. Available January 1, 1951. Box 112H, BROADCASTING.

Announcer, six years commercial radio. Married; desire permanent opportunity with good station, friendly community. Box 114H, BROADCASTING.

Sports announcer desires change. Four years pro baseball, five years football, also news, DJ, etc., 6 years experience. 4F. What's your offer? Disc on request. Write or wire. Box 118H, BROADCASTING.

Announcer, college graduate, draft exempt, desires more experience, will travel. Box 123H, BROADCASTING.

Situations Wanted (Cont'd)

Nobody likes me but the listeners. I present good music (records) on a down-to-earth basis but without loss of dignity and I increase audience and prestige. Available any time after January First on 3 or 4 weeks notice to present employer. Box 119H, BROADCASTING.

Competent, experienced, licensed, draft exempt, healthy, congenial combination man, presently employed, looking for better paying job with well established station in pleasant community. Above average announcer, excellent ad lib, top air salesman, expert newsman. Not interested in substituting climate or "happy family" working conditions for pay. No split shifts. Make offer. Box 130H, BROADCASTING.

Radio-TV news, writing, reporting, newscasting, experience, one year. Box 125H, BROADCASTING.

Announcer-engineer. First phone license. 10 years announcing experience. Box 126H, BROADCASTING.

Radio-TV team. Men, early twenties, no draft worries. Successful radio, TV, theatre experience. Disc shows, special events commentary, proven low budget TV shows, musical talent, write own material. Box 133H, BROADCASTING.

Experienced announcer. Employed. Draft exempt. News, DJ, sports. Box 134H, BROADCASTING.

Announcer, experienced. Board operation, baseball, basketball. Now employed. Box 136H, BROADCASTING.

Announcer, employed, draft exempt. Experienced programming, continuity, news, DJ, travel. Box 137H, BROADCASTING.

Announcer, veteran, single, draft exempt, experienced all phases. Will travel, prefer middlewest, details, etc. Box 138H, BROADCASTING.

Announcer. Experienced in both independent and network stations. Box 139H, BROADCASTING.

Announcer, 3 years experience, 27 years old, veteran. Experienced; DJ, news, sports, interviews. Prefer midwest. Box 140H, BROADCASTING.

AM engineer now, but would like to do more. Announcing, sales or promotion. Am I too ambitious? Box 143H, BROADCASTING.

Announcer-engineer. Now employed. 10 years experience all phases technical and announcing. Active "ham", no trade school boy. Married, sober and dependable. Good reason for desiring change. Prefer southeast. Box 144H, BROADCASTING.

Announcer: 3½ years experience as program director and staff. Available immediately. Lou Emerson, 1222-A Oak St., Kansas City, Missouri.

Technical

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Chief engineer desires position with progressive station. Long experience in all phases of broadcast engineering includes multi - element directionals. Ready for TV. Draft proof. References? The best. Box 954G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Engineer, first class radiotelephone license. Six years experience, FM, AM, studio, remotes, transmitter. Married, mature, draft exempt, no combo, references. Box 59H, BROADCASTING.

Engineer, licensed. Three years experience transmitter operation, maintenance. Studio controls, remotes, tapes. Car, will travel. Box 92H, BROADCASTING.

Experienced combination engineer-announcer with first phone license wishes job as transmitter operator in or near college community. Presently employed as combination man. Available on two weeks notice. Will travel anywhere. No floater. Box 102H, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer: Due to the station which I own becoming unionized I have a non-union, draft exempt, chief desiring permanent position whom I highly recommend. He is experienced and will work at a nominal price. References will be furnished by the man and myself. Box 104H, BROADCASTING.

First class phone, draft exempt, college graduate wants broadcast position. Box 117H, BROADCASTING.

Technician, 1st license, 1¼ years experience transmitter, control board, turntable, remotes, tape record. Box 121H, BROADCASTING.

1st phone, age 27, married, desires experience, willing to travel. Box 122H, BROADCASTING.

First class phone license. No broadcast experience. Anxious to learn broadcasting. Box 124H, BROADCASTING.

Chief engineer-announcer, plenty of experience, reliable, hard worker. Draft exempt veteran with dependents. Oklahoma, Arkansas area only. Box 145H, BROADCASTING.

Production-Programming, others

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

Commercial copywriter, experienced local accounts, seeks position with progressive station or agency. At present employed in another field, but anxious to re-establish radio connections anywhere in U.S. Salary secondary to opportunity. Draft exempt veteran; degree in music and radio. Not afraid of hard work. Box 65H, BROADCASTING.

Newsman, reporter, editor, 2½ years experience. Presently employed wire service. 26 year old married veteran, B.A., seeks radio spot with future. Box 76H, BROADCASTING.

Topnotch copy, 8 months experience; 19 age. Traffic, console, too. Box 107H, BROADCASTING.

Program director. Ten years all phases of radio. As disc jockey I hold high Hooper in large city. Presently employed. Will travel anywhere. Married, draft exempt. Box 108H, BROADCASTING.

Experienced program director, extensive copy, sales, production, announcing background. Married; permanent. Box 113H, BROADCASTING.

Sports director 1 kw station desires position with future. 5 years experience, play-by-play all sports. Sales experience. 2 years college radio. If definitely interested I want to talk with you personally. Box 129H, BROADCASTING.

I'm in no hurry! Just looking ahead! News director regional network seeking newscaster-editorship. Top writer-announcer. Permanent. Seven years experience, age 31, married. Draft proof veteran. All offers considered. Box 130H, BROADCASTING.

Program director. Experienced all phases small station operation. Coordination and detail my specialty. Prefer position requiring little announcing. Excellent references. Available immediately. Minimum salary $60. Sam McClaughry, 8521 S. Loomis Blvd., Chicago, Illinois. TRiangle 4-1459.

Television

Technical

TV engineer, 3½ years commercial TV experience. Knows TV operation from camera to transmitter, remotes, master control or studio operation. CREI graduate. Qualified as TV chief or supervisor, minimum $100 weekly. Box 79H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Radio production manager desires change to television position. Age 28. Nine years experience, five in supervisory capacity. Musical and little theatre background. Freelance television and film. Box 77H, BROADCASTING • *TELECASTING.*

For Sale

Stations

Will sell 250 w indie daytime station serving rural market in Texas Panhandle for $30,000 cash. Made $10,000 last year, less than $5,000 this year due to personnel difficulties and owner's ignorance of radio. I am a newspaperman without knowledge, time or health necessary to operate it. No financial distress. Would want buyer to assume immediate charge under lease contract, payments to apply on purchase price. Details furnished if you show financial ability. No brokers, please! Box 101H, BROADCASTING.

For sale, basic network affiliate in major southwest market. Profitable operation in exceptionally good city. Pleasant year-round climate, cool in summer; warm in winter. Annual gross $150,000. Priced to sell as owner needs to liquidate to engage in development of new, larger property. Priced to sell at $100,000. Half cash; balance in long term notes. Box 115H, BROADCASTING.

Equipment, etc.

3 unused American Plate transformers, type OISO 230 volts low, 7500Y high 75 KVA cont., 60 Cy. 3 phase. Box 62H, BROADCASTING.

1 Webster Electric ekotape recorder-reproducer, excellent condition. $250.00. 1 same as above, fair condition, needs work. $225.00. 1 Soundmirror model BK401, excellent condition. $200.00. Box 106H, BROADCASTING.

Hard to get broadcast, television equipment, G.E., Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 149H, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

FM 1 or 3 kw transmitter. Price must be right. Also FM mod-freq monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 360 to 600 feet. Box 142H, BROADCASTING.

Desire good condition, used REL, Collins, RCA or GE 3 kw transmitter, GE or Hewlett-Packard mod-freq monitor, 4 section Collins sidemount FM antenna. How much 1⅝ inch 51 ohm coax do you have (Andrew or Communications Products). Quote lowest price first letter for quick cash sale. Box 150H, BROADCASTING.

Wanted—Two turntables, type 70D or equivalent. Must be in good condition. KICD, Spencer, Iowa.

200 ft. tower, 1 kw transmitter, monitors, turntables and console. State condition, price, terms. Contact Dick Biddle, 104 Circlewood, Tuscaloosa, Alabama.

Miscellaneous

TO ALL STATION MANAGERS

***CTS* offers a new, urgently needed service. Proven network announcers transcribe spots either straight or production for local sponsors at minimum cost. *CTS* insures greater radio sales for station and sponsor. *CTS* information and rates upon request.**

Commercial Trans-Service

143 W. 41st St. N. Y. C.

For Sale

Equipment etc.

For sale—Complete Gates 1 kw installation excellent condition. Wincharger tower, A-3 lighting. 1000 record library. Office furniture. Philco air conditioner. Now operating. Three years old. Selling pencil sharpeners to transmitter. Best offer. Wire for inventory list. WEEB, Southern Pines, North Carolina.

de FOREST BOOK

Autobiography Published

FATHER OF RADIO. The Autobiography of Lee de Forest. Chicago: Wilcox & Follett Co. 502 pp. $5.00.

INVENTOR of the electron tube and many other vital communications devices, Dr. Lee de Forest is one of radio's outstanding pioneers. In the introduction to his book, Dr. de Forest recalls "the thrill of significant achievement which possessed me on that sunny afternoon in early October 1906" when he set out to test his new "grid Audion" vacuum tube. The test was successful and Dr. de Forest was able to receive wireless messages over greater distances than had been possible before. But, he says: "I little realized that I held in my hand the long-sought Aladdin's lamp of our new world."

Dr. de Forest tells of his early struggles and achievements, his rivalry with Marconi, his invention and development of basic instruments of radio broadcasting and his hotly contested legal battles over the validity of his many radio patents.

The book also enumerates the many electronic "firsts" which also are claimed as de Forest "firsts," such as the "first transmission of wireless overland; the first radio broadcast; the first broadcast of grand opera; the first broadcast from an airplane in flight; the first theatrical presentation of sound-on-film motion pictures" and many others.

DEFENSE LOANS

Forms Now Available

FORMS for private firms who desire to apply for direct government loans under terms of the 1950 Defense Production Act are now available at various government departments and agencies, the National Security Resources Board has announced. They may be obtained from the Depts. of Commerce, Agriculture or Interior, or NSRB.

NSRB Chairman Stuart Symington said the funds must be used for expansion of capacity, development of technological processes or production of essential materials. Funds will be granted only in cases where speedy delivery or production is indicated, or where loans are unavailable from private financial sources. Merit of applications will be judged on basis of project's feasibility, absence of more economical means for obtaining the scarce material of service, and availability of factors of production, it was stated.

R. D. HEINL

Radio Letter Operator Dies

ROBERT D. HEINL, 70, for 26 years operator of the Heinl News Service radio letter, died suddenly Nov. 26. He was stricken with a coronary seizure while dining out with Mrs. Heinl.

In journalism for four decades, Mr. Heinl worked for the New York City News Assn. in 1905 after graduation from Rose Polytechnic Institute at his native Terre Haute, Ind. A year later he joined the *New York Sun*. After four years with the *Sun* he moved to Washington, D. C., as *Leslie's Weekly* correspondent.

Other journalism activities included an associate editorship of *Nation's Business;* service with the Emergency Fleet Corp. in World War I; two years with *National Geographic* magazine. In 1924 he started his radio news service and at the same time was radio editor of the *Washington Post* for 12 years.

Mr. Heinl was a member of the White House Correspondents Assn., National Press Club, Overseas Writers Club. Surviving are Mrs. Heinl and a son, Lt. Col. Robert D. Heinl Jr., USMC. Funeral services were held Wednesday with interment in Oak Hill Cemetery near Washington.

Radio-TV Handbook

RADIO-TV AND ELECTRONICS HANDBOOK. By F. L. Brittin. Chicago: Popular Mechanics Press. 160 pp. $2.50

A "NON-TECHNICAL" guide for the home owner of radio, TV sets or other electronic devices, this book is profusely illustrated and authored in the *Popular Mechanics* style by the magazine's F. L. Brittin, radio-TV and electronics editor, and senior member of the Institute of Radio Engineers. Book gives detailed drawings, diagrams and action photographs. Also included are glossaries of commonly used radio parts, radio-TV terms, schematic symbols for circuit diagrams, color codes and other pertinent information for the electronics-minded amateur or for the professional at home.

JUDY DODSON, KFH Wichita account executive, discusses election night returns with Edward F. Arn (l), governor-elect of Kansas, and Tom Seed, who won his race for county attorney. Over 500 people reportedly spent election night as guests of KFH and its sponsor of the returns, Wheeler-Kelly-Hagny Trust Co.

MARS MEMBERS

Civilian Bids Now Accepted

CIVILIAN applications for membership in the Military Amateur Radio System (MARS), operated under joint Army-Air Force policy, are now being accepted, the Dept. of Defense announced Nov. 25. Members must be aged 21 and hold an FCC amateur radio station license.

Simultaneously, the Army Dept. announced plans for expansion of MARS to provide information and technical advice in fields of radio and electronics communications. MARS also hopes to (1) provide an instantly mobilized and flexible communication service for military-civilian use at community level; (2) organize and operate emergency activities relating to civil defense; (3) provide training facilities for individuals interested in communication and other electronic fields and inducements to affiliate themselves with MARS.

Compares Prices

LOW PRICE of Canadian radio advertising, based on a competitive "circulation" basis with Canadian newspapers, was understood to have been shown in charts prepared by Pat Freeman, sales director of Canadian Assn. of Broadcasters, at a closed meeting of the board of governors of the Canadian Broadcasting Corp. in Ottawa Nov. 21. CAB for some months has been making a detailed prototype study showing daily radio listening on a comparative basis with daily readership of newspapers. The study is expected to be enlarged to cover all Canada.

CBC ACTIONS

Set Facilities Changes

CJEM Edmundston, N. B., was recommended for an increase in power and change of frequency, from 250 w to 1 kw, and from 1230 kc to 1380 kc, at the November 21 meeting of the Canadian Broadcasting Corp. board of governors at Ottawa. CKFI Fort Frances, Ont., also was recommended to change from 250 w on 1340 kc to 1 kw day and 500 w night on 800 kc., with omni-directional antenna.

Other actions:

CKX Brandon was given approval for a 1 kw emergency transmitter license. CJRT-FM Toronto, an educational FM station, is moving from Channel 202, 88.3 mc., to Channel 216, 91.1 mc., to alleviate interference at Toronto of reception of WHAM-TV Rochester, N. Y. A number of share transfers also were approved. CJAV Port Alberni was denied a share transfer which would have given control to CKNW New Westminster. J. Reg. Beattie, formerly of CKOK Penticton, was denied a license for a 250 w station at Cranbrook, B.C.

DEFENSE PLANS

Senate Group Assails Agenci

FOUR government agencies—of which touch on some facet defense planning involving communications-electronics industry—were roundly assailed night ago by the Senate Arm Services Preparedness Subcommittee.

In an interim report of its quiry into the nation's defense program, the subcommittee charg that two agencies in particular—the Munitions Board, which determines military electronics and other needs, and the General Services Administration—had been guilty of "costly blunders" and complacency.

The Commerce Dept. and U. Air Force also were cited in a report reviewing the subcommittee inquiry into the government's surplus disposal program and the national rubber situation. The report was issued by Sen. Lyndon Johnson (D-Tex.), chairman of the subcommittee, whose wife, Claudia is president of Texas Broadcasting Corp., licensee of KTBC Austin, Tex.

The group said it "is not at all satisfied that Munitions Board policy (on surplus) is yet satisfactory," and urged that the board should adopt a policy of disapproving further disposals of industrial facilities capable of production items needed now for the preparedness effort. The Commerce Dept., whose NPA is charged with allocation of basic metals like cobalt, aluminum, copper, etc.—all used in electronics production—was scored for placing limitations on use of rubber and then nullifying the order through "exemptions."

Charges Blume

FURTHER charges were made against FCC Examiner Jack P. Blume fortnight ago by Gretna & Lower Coast Radio & Broadcasting Co., loser in an initial decision issued by Mr. Blume. The initial decision favored WJMR New Orleans' application to switch from 990 kc with 250 w, daytime only, to 1450 kc with 250 w fulltime, and would deny Gretna & Lower Coast's mutually exclusive application. FCC authorities said it was the first instance they could recall in which the loser of an initial decision personally attacked the examiner who made it. The FCC General Counsel has pending a motion to strike portions of the earlier charges on grounds that they are "sham and scandalous."

Midwest
$55,000.00

Ideal combined network operation located in a single station market. Long established, this property is showing good profits on a gross in excess of $5000.00 monthly with very low operating costs. Liberal financing arranged.

Florida
$100,000.00

Important interest in top network station located in one of Florida's best and larger markets. This is a solid investment in which purchaser can be either active or inactive.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

FCC Actions

(Continued from page 106)

Decisions Cont.:

make changes in ground system and install new trans.: 1380 kc 1 kw unl. DA-1.

WDEL Wilmington, Del.—Granted license change DA-2 and mount FM and TV ant. on top of AM towers and change trans.

WAKE Greenville, S. C.—Granted license new AM station; 1490 kc, 250 w unl.

WEAU Eau Claire, Wis.—Granted CP to install new automatic frequency control equipment; cond.

KPPC Pasadena, Calif.—Granted mod. CP for extension of completion date to 11-5-51.

WFMD-FM Frederick, Md.—Same to 3-1-51.

Sioux Falls Bcst. Assn. Inc., Sioux Falls, S. D.—Granted license for new remote pickup KA-7964.

WERC—Erie, Pa.—Granted license change frequency, increase in power, install new trans and DA-2 and change trans. location: 1260 kc 5 kw DA-2, unl.

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—Granted CP and license for new remote pickup KA-2479.

Camellia Bcstg. Co., Lafayette, La.—Granted CP new remote pickup KA-3016.

Fannin County Bcstg. Co., Bonham, Tex.—Granted CP new remote pickup KA-7978.

ACTION ON MOTIONS

By Commissioner George E. Sterling

KJAN Bcstg. Co., Baton Rouge, La.—Granted extension of time to file exceptions to the initial decision issued in proceeding upon application and that of Air Waves Inc., Baton Rouge, La.; time extended to Dec. 22.

Philip R. Hurlbut and Valley Bcstg. Co., Farmington, N. M.—Granted leave to amend application of Hurlbut so as to specify frequency 1340 kc in lieu of 240 kc, to change the hours of operation from 12 to 15½ hours and to show an up-to-date balance sheet; application, as amended, was removed from hearing docket; Application of Valley Broadcasting Co. (BP-7773, Docket 9789) removed from hearing docket.

KFXD Nampa, Ida.—Granted leave to amend application to show composite week for year 1950, to show revised arrangements for financing proposed construction; to show current estimate of cost of construction and revised estimate of personnel.

WCLI Corning, N. Y.—Granted leave to amend application to show change in ant. efficiency and to submit field intensity measurements, and for removal of application, as amended, from hearing docket.

Tribune Pub. Co., Tacoma, Wash.—Granted request of Nov. 16, to dismiss motion to advance scheduled hearing date, filed on Oct. 20, in proceeding upon application—et al.; Motion To Advance Scheduled Hearing date filed on 10/20 is dismissed.

By Commissioner George E. Sterling

KEPO El Paso, Tex.—Granted continuance of hearing re application; hearing scheduled for Dec. 1, at Washington, D. C. is continued indefinitely.

By Examiner J. D. Bond

WMMB Melbourne, Fla. FCC General Counsel—Granted joint petition to change place and order of hearing in proceeding upon application of Melbourne Bcstg. Corp. (WMMB); hearing to commence at Washington, D. C. on Dec. 6, upon those specified issues which relate to engineering matters.

By Examiner Leo Resnick

KRKO Everett, Wash. and KSRV Ontario, Ore.—Granted petition of KRKO to amend application by limiting radiation from KRKO towards KSRV Ontario, Ore. and for removal of application, as amended from hearing docket; Application KSRV removed from hearing docket.

WKJG Fort Wayne, Inc.—Granted request that time within which to file proposed findings of fact and conclusions in proceeding upon petition of WSPD for designation for hearing of application of WKJG be extended for an indefinite period from presently scheduled date of Nov. 22, 1950.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted extension of time to file proposed findings of fact in proceeding upon applications of WJBK Detroit, Mich.; time extended to Jan. 15, 1951.

Lakewood Bcstg. Co., Dallas, Tex.—Granted leave to amend their application so as to rotate slightly proposed DA so as to avoid possibility of interference with XEZM Zamora, Mex. and to bring non-technical portions of the application up to date.

By Examiner Basil P. Cooper

WISE Asheville, N. C.—Granted continuance of hearing in proceeding upon application from Dec. 18, to March 19, 1951.

By Commissioner George E. Sterling

FCC General Counsel—Granted extension of time to Dec. 4, in which to file exceptions to initial decision issued in proceeding upon applications of Crescent Bay Bcstg. Co., Santa Monica, Calif.

WOW Omaha, Neb.—Granted continuance of hearing in proceeding upon application and that of Pueblo, Col. from Dec. 11, 1950, to Feb. 13, 1951, at Washington, D. C.

By Examiner Elizabeth C. Smith

Francis J. Matrangola, Wildwood, New Jersey—Granted petition requesting leave to amend his application so as to show reduction in power requested, from 250 w to 100 w and selection of a definite trans site. Granted petition for an indefinite continuance of hearing in proceeding, now scheduled for Dec. 1, in Washington, D. C. upon his application.

By Examiner Jack P. Blume

KXLA Pacific Coast Bcstg. Co., Pasadena, California—Granted in part petition for a continuance of hearing in proceeding upon its application from Dec. 11, to March 12, 1951; hearing continued to Jan. 15, 1951. Prior to Jan. 15, 1951, Pacific Coast Bcstg. Co. may file another petition herein requesting a further continuance of hearing to Feb. 15, 1951, provided that said petition contains an affirmative showing that work on power line of Southern California Edison Co. has been completed and that applicant has undertaken engineering studies to determine effect, if any, of said power line upon KXLA ant. array.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 28

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,230	2,190	168		366	139
FM Stations	671	510	202	1*	7	6
TV Stations	107	52	57		269	171

* On the air.

• • •

Docket Actions . . .

INITIAL DECISIONS

KGBS Harlington, Tex.—Announced initial decision by Hearing Examiner J. D. Bond to grant application of KGBS to change facilities from 1240 kc, 250 w fulltime to 850 kc, 5 kw fulltime, directional. Decision Nov. 21.

WWST Wooster, Ohio—Announced initial decision by Hearing Examiner Hugh B. Hutchison to grant application of WWST to increase power from 500 w day to 1 kw day on 960 kc. Subject to station satisfying all reasonable complaints which may arise due to blanket interference from proposed operation of WWST. Decision Nov. 21.

Non-Docket Actions . . .

AM GRANTS

Sidney, Neb.—Sidney Bcstg. Co., new station on 1540 kc, 250 w day. Estimated construction cost $10,650. Principals include: William C. Grove, general manager and 16% owner KFBC Cheyenne, Wyo., 11% interest KCSJ Pueblo, Col., 25% KRAL Rawlins, Wyo., and application pending for new station at Denver, Col., 50%; Lewis W. Grove, manager Denver branch of Mine and Smelter Supply Co. and minor stockholder, 50%. Granted Nov. 24.

WABG Greenwood, Miss.—Granted switch in facilities from 960 kc 1 kw day to 960 1 kw day, 500 w night. Granted Nov. 24.

TRANSFER GRANTS

WESB Bradford, Pa.—Granted assignment of license from Bradford Publications Inc. for $30,600 to Radio Station WESB, partnership of: Thomas R. Bromeley, announcer WRFD Worthington, Ohio and one-third owner Bradford Printing Co., 33⅓% owner; Mary Satterwhite, one-third owner Emery Travel Service, 16⅔%; Charlotte E. Anderson one-third owner News Leader Pub. Co., Carbondale, Pa., 16⅔%; Joyce L. Edwards, Emery office manager 16⅔%. WESB is assigned 1490 kc, 250 w fulltime. Granted Nov. 24.

WMFT Florence, Ala.—Granted transfer of negative control in Tri-City Bcst. Co., licensee, from Emma Murray Bush to Emma E. Arland Bush, pursuant to settlement of estate of F. L. Bush, deceased. No monetary consideration. WMFT is assigned 250 w fulltime on 1240 kc. Granted Nov. 24.

WKID-AM-FM Urbana, Ill.—Granted assignment of license from University City Bcstg. Corp., licensee, to James M. Strand, trustee in bankruptcy. Stations authorized to remain silent additional 45 days pending filing and action to transfer from trustee to new parties. WKID is assigned 250 w day, on 1580 kc. Granted Nov. 24.

KPAT Pampa, Tex.—Granted assignment of CP for Radio Station KICA, permittee, to J. C. Daniels for consideration of $5,000. Mr. Daniels is Mercury-Lincoln dealer, Pampa, Tex. KPAT is assigned 250 w fulltime on 1230 kc. Granted Nov. 24.

KSPA Santa Paula, Calif.—Granted assignment of license from Ventura County Radio Center Inc., licensee, to Santa Paula Bcstrs. Inc. for a consideration of $27,207. Principals in Santa Paula include: C. Harvey Haas, transmitter supervisor KFSG (AM) and KKLA-FM Los Angeles, Echo Park Evangelistic Assn., president 33⅓%; James C. and Donald W. Kemp, copartners in Kemp Bros. General Contractors, each 16⅔%; Benjamin C. Brown, radio engineer KFSG, 33⅓%. KSPA is assigned 250 w fulltime on 1400 kc. Granted Nov. 24.

WCLD Cleveland, Miss.—Granted authority to Cy N. Bahakel to transfer

(Continued on page 112)

November 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGGF Coffeyville, Kan.—Mod. CP AM station to increase power, install DA-DN etc. for extension of completion date.

WSAY Rochester, N. Y.—Same.

WTIL Mayaguez, P. R.—Mod. CP new AM station for extension of completion date.

License for CP

License for CP new FM station: KFSA-FM Fort Smith, Ark.; WMAZ-FM Macon, Ga.; WFNS-FM Burlington, N. C.

KPHO-TV Phoenix, Ariz.—License for CP new commercial TV station and change studio location.

Modification of CP

WWJ-TV Detroit—Mod. CP to new commercial TV station to change ERP from 17.1 kw aur. to 8.55 kw aur. and make ant. changes.

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois —— Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

KSWM

JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM

CBS in JOPLIN, MO.

Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

Baseball Curbs?

(Continued from page 27)

ment to the forthcoming meeting without recommendation.

The suggestion, involving such cities as Philadelphia, Boston, New York, Chicago and St. Louis, would, if enacted, prohibit, for example, broadcasts of St. Louis Cards' road games in St. Louis while the Browns are playing at home. Under present rules, each club has authority to grant broadcasts or telecasts of home or road games by stations within the home clubs' territory. It does forbid without consent, however, broadcasts of road games by stations outside home territory and within home area of another club while the other club is playing a home game.

For broadcasts of games, the Browns are said to control only certain territories due to a specific American League ruling, while the National League permits individual clubs to air their games in various parts of the country. Consequently, a report that Liberty Broadcasting System has taken option on 72 home and road Browns' games in 1951 and 1952, with Falstaff Brewing Corp. as sponsor, was said to hinge on whether the Browns could obtain permission from the A. L. radio department to expand their area.

A stringent plan is suggested by Robert G. Venn, general manager of WMIE Miami, Fla., and was passed on to Mr. Finch for discussion at the meeting this week.

Under Mr. Venn's plan, characterized as "ruinous" by some industry authorities and singled out in *Sporting News*, "no broadcast of major league games, live or reconstructed, would be allowed to be transmitted across state lines," thus limiting broadcasts to state networks and then only on a "reconstructed" basis without benefit of sound effects. His proposal also suggests a "definite pattern of promotion of minor league games in each state" by the announcer handling recreated broadcasts of major league contests.

Minors' Demands

Minor league owners are expected to demand wholesale curbs on broadcast coverage. Among those groups actively opposing major league rebroadcasts in minor league territory are such circuits as the Western Assn., the Georgia-Alabama League, the National Assn. and the Pacific Coast League.

The West Coast group, it has been reported, has decided not to take up the television issue at this time and has relegated the matter to individual club owners.

Major League magnates appear divided on the video controversy. Fred Saigh, president of the N. L. Cards, expressed hope TV would be barred in 1951 on the grounds "the competition it provides is terrific." On the other hand, Cleveland President Ellis Ryan has announced that all 77 Indian home games will be telecast next year. He attributed an attendance decrease to inclement weather. The Boston Braves already have decided to cut night home game telecasts from 39 to 14.

Clark Griffith, president of the Washington Nationals, reports he will boost sponsor rights from $100,000 to $200,000 next season on grounds telecasts keep fans away from the park. Mr. Griffith also blames radio broadcasts for hurting minor league attendance. Detroit has modified its video policy, too.

Television also has had an effect on 1950 receipts of the Cincinnati Reds, according to President Warren Giles, but he places TV well down the list of "causes." The team's poor showing and unfavorable weather predictions were cited as main reasons.

"Discontinuance of telecasting would not remove the adverse effect of television in its entirety," Mr. Giles told stockholders. "We can eliminate its effect on our attendance only to the extent that telecasting of our games has affected our home attendance."

Contending that set owners are not going to stray away from their screens for lack of baseball, Mr. Giles asserted:

"The economics involved in the purchase of television sets on a time-playment plan reduces the amusement dollar in many family budgets. Owners of sets are not going to turn off their television programs merely because baseball games are not being shown. Therefor, a discontinuance of telecasting of our home games would not remove the adverse effect of television in its entirety.

"The more inconvenient it is for a person to get to a place of amusement, the more congested the traffic and the less adequate the parking facilities and the less favorable the weather, the more they are inclined to stay at home and watch (all) television," he reasoned.

The Redleg president felt that night telecasts reflected a more "adverse" effect on attendance than did daytime contests. He indicated that the management may decide to prohibit telecasts of 24 or 25 night games in 1951, though no policy had been set.

Meanwhile, there were reports that Baseball Commissioner A. B. (Happy) Chandler has received a bid of $5 million for television rights to World Series games from 1951 through 1955. Mr. Chandler recently was tendered a new seven-year contract by club owners.

Gillette Safety Razor Co. paid $800,000 for television and $175,000 for radio rights to the 1950 fall classic—a large portion of which was channeled to the baseball players' pension fund. In so doing the clubs abandoned earlier suggestions that front-running clubs in both pennant races share in the bonanza.

FCC Roundup

(Continued from page 111)

Decision Cont.:

control of Cleveland Bcstg. Co. Inc., to C. W. Capps, Melvin C. Lee and Lowry Tims for $4,158.61 for 51% of stock. WCLD is assigned 1490 kc, 250 w fulltime. Granted Nov. 24.

WSTS Southern Pines, N. C.—Granted assignment of license from Sandhills Bcstg. Corp., licensee, to Sandhill Community Bcstrs. Inc. J. S. Younts and Grace Lines WEEB owners buy from Frank L. Baber for consideration of $25,000. WEEB to be relinquished for cancellation. WSTS is assigned 990 kc, 1 kw day. Granted Nov. 24.

WWGP-AM-FM Sanford, N. C.—Granted assignment of license of Lee Bcstg. Corp. to Sandhills Bcstg. Corp. for consideration of $43,531. Frank L. Baber (see transfer above) and Sanford (N. C.) Herald new owners. WWGP is assigned 1050 kc, 1 kw day. Granted Nov. 24.

New Applications . . .

TV APPLICATIONS

Montgomery, Ala.—Montgomery Bcstg. Co. Inc., Ch. 6 (82-88 mc) ERP 32.3 kw vis., 16.1 kw aur, ant. 270 ft. above average terrain. Estimated construction cost: $200,000, estimated revenue first year (combined TV and AM operation) $360,000. Applicant is licensee WFSA AM outlet Montgomery. Filed Nov. 28.

Sacramento, Calif.—KCRA Inc., Ch. 6 (82-88 mc) ERP 25.9 kw vis., 12.9 kw aur., ant. 365 ft. above average terrain. Estimated construction cost: $189,026. Applicant is licensee KCRA-AM-FM Sacramento. Filed Nov. 28.

El Paso, Tex.—Roderick Bcstg. Corp., Ch. 4 (66-72 mc) ERP 11.4 kw vis., 5.7 kw aur., ant. 928 ft. above average terrain. Estimated construction cost: $278.561. Estimated revenue: $96.000. Dorrance Roderick owned KSIL Silver City, N. M. until October this year. He is 54% owner- KOSA Odessa, Tex. Filed Nov. 28.

WHLI CRUSADE

Seeks L. I. Train Changes

COLLISION of two Long Island Railroad commuter trains at the height of the Thanksgiving Eve rush hour, which took 78 lives and injured more than 300 persons, launched WHLI Hempstead, Long Island, N. Y., on what appeared last week to be a telling editorial campaign to have the bankrupt railroad reorganized.

Beginning the night of the accident, the station has kept up a series of daily editorials interspersed with spot announcements. The editorials:

(1) Called upon listeners to telegraph Congressman Leonard W. Hall and urge legislation to require the railroad to install automatic safety devices, and the following day Mr. Hall announced he would ask for a Congressional investigation of the accident, a WHLI spokesman said.

(2) Called for the ousting of the two trustees of the bankrupt railroad, and subsequently both the Nassau County executive, J. Russel Sprague, and Gov. Thomas E. Dewey made similar demands.

(3) Urged creation of a long Island Railroad Authority by New York State, patterned after the Port of New York Authority. Gov. Dewey appointed a three-man commission to consider what should be done.

SPINGARN POST

Senate Hearing Date Se

NOMINATION of Stephen J. Spingarn to serve as a member of the Federal Trade Commission for a term expiring in 1953 will be heard by the full Senate Interstate & Foreign Commerce Committee Dec. 13, it was announced last week. He is currently serving on the commission under an interim appointment [BROADCASTING ● TELECASTING, Oct. 30].

In government service since 1941, Mr. Spingarn was nominated by President Truman for the post Sept. 22. The New York Democrat and fifth member of the FTC was appointed to fill out the unexpired term of the late Comr. Ewen L. Davis. Previously, Comr. Spingarn served as President Truman's administrative assistant, a position concerned with legislative activities.

At the same time, the Senate Armed Services Committee reported favorably the nomination of John D. Small, vice president and executive assistant to the president, Emerson Radio & Phonograph Corp., New York, to be chairman of the Munitions Board [BROADCASTING ● TELECASTING, Nov. 20].

Mr. Small succeeds Hubert Howard, who resigned two months ago. Also a recess appointee, Mr. Small was sworn in as chairman of the Defense Dept.'s unit Nov. 16.

FOR DEPENDABLE SERVICE look to ALLIED for your station supplies

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.

ALL STATION SUPPLIES
Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

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Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for *immediate* shipment. Ask to be put on our "Broadcast Bulletin" mailing list.
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JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL
5000 WATTS
CLEAR CHANNEL
LOS ANGELES - SANTA MONICA

Frequency Plan

(Continued from page 19)

extremely sore point for private industry, which feels the military in particular has been allowed to usurp far more spectrum space than it uses or requires.

The temporary board has confined itself primarily with telecommunications problems, steering clear of broadcasting and telecasting questions. Observers felt, however, that any permanent high-level agency's assignment must inevitably deal with broad policy matters affecting allocations for these mass communications media.

Present thinking, it was understood, inclines toward a membership of three persons for the permanent agency.

Dr. Stewart's board, which met Monday through early Wednesday afternoon, in the meantime announced it has engaged the New York management engineering firm of Ford, Bacon & Davis to make a survey of the economics of the communications industry. The firm's report is due in January.

To assist in the drafting of the board's report to President Truman, two "writing specialists" have been engaged: Charles Schwarz, former information director of the National Security Resources Board, and Frederick Fassett, of Carnegie Institution.

Board Members

Appointed last February, the temporary board is composed of Dr. Stewart, chairman; Dr. Lee A. DuBridge, president of California Institute of Technology; David H. O'Brien, retired vice president of Graybar Electric Co. and wartime director of distribution for the Army Signal Corps; William L. Everitt, head of the electrical engineering department of the U. of Illinois, who also served on the Condon Committee on color television; and Dr. James R. Killian Jr., president of Massachusetts Institute of Technology [BROADCASTING • TELECASTING, Feb. 27].

The board's assignments include preparation of recommendations on:

(a) Policies for the most effective use of radio frequencies by governmental and non-governmental users and alternative administrative arrangements in the federal government for the sound effectuation of such policies;

(b) Policies with respect to international radio and wire communications;

(c) The relationship of government communications to non-government communications, and

(d) Such related policy matters as the board may determine.

Next board meeting is scheduled for Dec. 14-15.

Authorities felt the appointment of an Assistant Secretary of State for Communications, as proposed by Sen. McFarland, would have a particularly beneficial effect in international radio and communications negotiations—such as the recent NARBA conferences—by making available a top-ranking official whose entire energies would be devoted to this technical, highly specialized field.

'Fulltime Attention'

Sen. McFarland's letter to Dr. Stewart said in part:

I feel sure that your studies and investigation of our communications problems must have convinced you that communications is big enough and important enough to have the fulltime attention of an experienced and thoroughly competent individual with authority enough to deal with his field at the very highest levels.

So long as we adopt the precept of State Dept. leadership and control on all matters involving relations with other countries, we must strengthen the Department's leadership and control by making possible for it to give communications the time, attention, and competence that communications deserves and at the same time see to it that whoever heads this division has both the authority and the expert knowledge to perform his job fully in the public interest and in the interest of this country.

In expressing this viewpoint I believe I am echoing the sentiments of many of my colleagues who are familiar with the problem as well as the viewpoint of other competent authorities.

Some time ago I had the opportunity to briefly mention this matter to our Secretary of State, and I am hopeful that it may well have his sympathetic support.

In sending Secretary Acheson a copy of the letter, Sen. McFarland emphasized:

"More than eight years of close experience with our domestic and international communications problems convinces me that one of the things that ought to be done and which can be done with relative ease is for the State Dept. to give to communications the attention it deserves by the appointment of an Assistant Secretary whose responsibility would be solely that of communications and whose competence and devotion to the public interest would be acknowledged."

WJW, WCOL Name H-R

IN the Nov. 27 issue of BROADCASTING • TELECASTING, Headley-Reed Inc. was erroneously identified as having been appointed national sales representative for WJW Cleveland and WCOL Columbus, Ohio. The firm appointed by the stations is H-R Representatives Inc.

(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat.
She entertains—and sells—and sells
Participations Available
MARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

open mike

Hit TV Ads

EDITOR, BROADCASTING:

An AP story dated Nov. 19 states: "Television dealers have decided to abandon in future advertisements the theme that children feel socially inferior without a television set in their homes."

Just for the record, the transcribed announcements using this copy were discussed by WLS Program Director Harold Safford and General Manager Glenn Snyder the first week they were received—and all announcements using the "child inferiority" copy were banned from WLS, although this meant a substantial reduction in the advertising scheduled. . . .

John C. Drake
Direction of Promotion
WLS Chicago

* * *

EDITOR, BROADCASTING:

Some of us were discussing the recent television advertising at the Advertising Committee meeting of the Chamber of Commerce of the United States. . . .

I . . . think that a great disservice was rendered to all advertising, to say nothing of radio and television advertising.

Certainly, we in the business should have enough sense to use good taste and intelligence.

R. T. Mason
General Manager
WMRN Marion, Ohio

* * *

EDITOR, BROADCASTING:

. . . The peak of disgusting "gimmicks" is now being used by the American Television Dealers & Manufacturers . . .

The public is now being told that no home is complete without television reception; no child can be properly educated without its intellectual influence; children feel hurt if there is no TV at home, and are left out of television-conversation at school . . .

. . . There are several instances where—because of this advertising—homes now have TV, but the children in those homes who now "are mentally improved" do not have sufficient clothing. . . . I have nothing against TV as compared to other entertainment media, however, my children shall receive a TV set when they are capable of separating the wheat from the chaff. . . .

Les Boret
Program Director
WRMN Elgin, Ill.

* * *

Defends Baseballcasts

EDITOR, BROADCASTING:

I fail to see how Jerry N. Jordon's report on "Baseball Attendance" can be taken as anything but a slam at the radio industry's desire to give the American public what they wish to hear. . . .

. . . Gordon McLendon's rebuttal in your Nov. 27 issue answers Mr. Jordon . . . ably . . .

Baseball interest was whipped to fever pitch in this town by both MBS and LBS broadcasts last year . . .

Baseball is America's national game, but I doubt if one in ten Americans understand it. What better way could there be for them to learn to understand it than through radio?

W. J. Page
General Manager
WABZ Albemarle, N. C.

Coes Injured

DEE COE, general manager of WWCA Gary, Ind., and Mrs. Coe are confined to St. Elizabeth's Hospital in Lafayette, Ind., as a result of an automobile accident Thanksgiving Day near Lafayette. The Coes' three children, also passengers in the car, were uninjured.

SOMETHING NEW IN CINCINNATI

See Pages 44 & 45 This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Operation Emergency

(Continued from page 21)

equipment as power supply deteriorated. Maternity cases were taken to hospitals and milk was sent to babies as radio spread word of hardship cases. Stranded motorists were helped and civic employes directed through radio-station clearing houses. Employes were told not to attempt to report for work. Church and school officials kept the public informed on their plans.

Only a skeleton story can be narrated of the services performed by over a thousand AM, FM and TV stations. Following are some of the accounts received by BROADCASTING ● TELECASTING:

Hit by winds of hurricane force, sections of New England suffered severely but people and public officials alike were kept informed by radio.

WPRO Towers Down

WPRO Providence lost two 380-ft. towers the night of Nov. 25 but a rugged emergency antenna was operating five hours later. This tower had been erected after the 1944 hurricane and WPRO said it adequately covered its principal markets.

WTIC and WDRC Hartford, along with other stations, went into emergency service. WTIC was off the air momentarily several times as the result of power failure. WDRC's emergency lines to police headquarters were used by the chief of police. Due to noise and rain, an inside service room was converted into a studio and engineers doubled in mopping water blown into the control room.

Flood waters surrounded the building in which WMNB North Adams, Mass., is located but the station was able to perform emergency service without interruption.

WICC Bridgeport lost only a few minutes of air time before its emergency generator was put in operation. Floyd Jones, transmitter engineer, was marooned on an island when a bridge was washed out. Island residents were evacuated from homes and ordered to the transmitter house via radio. Power failures threw WNAB and WLIZ off the air for a time.

WLIZ, a daytimer, secured FCC permission to operate overtime, and its General Manager Philip Merryman, Commercial Manager Manning Slater, and other executives as well as newsmen worked continuously for 19 hours without sleep or food. The station, itself off the air for a short time due to a feeder line failure, cancelled all commercial programs during the emergency in order to relay bulletins and other weather programs, including remotes.

WNAB's staff stayed until the transmitter became flooded Saturday afternoon, and were back on the job when repairs were completed and the Bridgeport station resumed broadcasting Sunday afternoon.

WELI New Haven handled public service programming during the emergency, with utilities providing data on fallen lines. The Red Cross was directed to 10 men stranded on a dock and rescued them. Thousands listened via auto radios when power lines were down. WELI went off the air two minutes as result of a shortage on the cable but staff people crowded into the transmitter and used a dozen employes' cars to maintain a shuttle service from studios where programs were taped. After four days operations returned to normal.

WAVZ New Haven was kept on the air despite hurricane winds and flood-water seepage into the transmitter building. The daytime outlet stayed on the air Saturday to midnight, bringing many tape-recorded stories from flooded areas.

WWCO Waterbury, Conn., managed to stay on the air as WBRY and WATR were crippled temporarily. At one time the floor of the control room was covered with water driven through the walls by the wind.

Towers of WOSC Fulton, N. Y., withstood high-velocity winds and lost only two hours while a power line was being replaced. In Stamford, Conn., WSTC-AM-FM lost only 45 seconds air time during switch to auxiliary power. WNLK Norwalk went out of service. Roofing contractors bought up every available spot on WSTC-AM-FM.

WWNY-FM Watertown, N. Y., lost its pylon connection and went off the air Saturday morning.

WTTM Trenton, N. J., used a set of auto batteries and 40 gallons of gasoline to stay on the air, cooperating with state and local police. Batteries were used to operate tape recorder, turntable and one light bulb. WTTM and WCTC New Brunswick fed each other direct reports via emergency lines and received reports from WJLK Asbury Park, on the Jersey coast. WTTM lost about 30 minutes air time during the 18-hour emergency.

WCTC used a 3kw generator, acquired recently as part of its civil defense program, to stay on the air. Flood waters were within 18 inches of the base of the transmitter shack but equipment was set on concrete stands 5 feet above known high-water level and was not damaged.

WKDN Camden, N. J., remained on the air after dark Saturday when WCAM, city-owned station, went off the air, and ceased operation only when state police said the situation was under control.

WFPG Atlantic City and other New Jersey outlets joined in the disaster service. WFPG abandoned all regular program service. Manager Fred Weber put the mayor and other officials on the air.

Philadelphia radio and TV stations took the emergency in stride. WFIL-AM-TV warned residents to call the fire bureau direct instead of using alarms since over half of the alarm boxes were out of order. WIP ran into power failure and then its auxiliary antenna was ripped loose. WIP-FM remained in operation but several hours of AM time were lost.

Philadelphia Story

WCAU-TV Philadelphia interrupted programs with storm service and used films to show damage. WIBG used auxiliary transmitter and generator but the FM station went off the air. KYW and WPEN handled large volumes of emergency programming. WDEL-AM-TV Wilmington, Del., escaped with little damage other than a shorted lightning arrestor when a tower was twisted.

WTUX Wilmington, with 15 inches of water in the transmitter house, was off the air until Tuesday morning. A new transmitter was flown from Waltham, Mass., by Raytheon.

In Western Pennsylvania the greatest damage came from a record blizzard that paralyzed Pittsburgh and surrounding areas. Daily papers were unable to circulate in Pittsburgh. They had just resumed publication following a 47-day strike. KVQ, KDKA, WCAE, WJAS and WWSW threw out regular programming. Loyal staff members reached the stations despite lack of transportation. A KVQ broadcast sent volunteer firemen to the rescue of 17 Boy Scouts stranded on a camping trip.

WJAS staff members able to reach the station made the Hotel William Penn their home but some employes were stranded in the suburbs.

For KDKA it was the fifth major snow storm in the pioneer station's 30-year history. Joseph E. Baudi[no], general manager, supervised the emergency service.

STAYING ON AIR overtime, WW[C] Waterbury, Conn., presented [bu]letins during a special *Stu[rm] Weather Serenade.* At mike is [an]nouncer Gene Valentino, while [Jo]Logan (l) and Bob Crager compa[re] teletype copy.

Buffalo was not hit as hard as the area to the south, but Hamilton Ont., had the worst storm on record. WKBW Buffalo broadcast tribute to CHML Hamilton for [its] work during the crisis. CHML raised $12,000 in one night for [re]lief purposes.

All eight Cleveland stations went on emergency basis starting the morning of Nov. 25. Even as late as last Thursday the area was suffering from storm paralysis. No announcers could reach WJW Saturday morning so two engineers and Jerry Roberts, chief engineer, got three anouncers on the air by picking their voices off the telephone. They relayed teletype news to the announcers. Finally Program Director Charles V. Hunter made it to the station on foot and was joined later by others.

Dick Hatton, announcer, and Wally Scholz, engineer, set up an amateur network in the Cleveland-Canton-Akron area.

Cleveland's three TV stations—WNBK, WXEL, WEWS—joined aural broadcasters in the public service work. WSRS personnel answered over 40,000 calls through Tuesday and many went sleepless for more than 24 hours at a time. WSRS was non-commercial for 4[8] hours. It received credit for [save]

General Manager with outstanding record of sales and administration. Over decade experience in major southwestern and western markets. Thorough grounding in newspaper techniques and station management. Excellent references and sterling reputation in industry. Willing to acquire part ownership.

Box 151H, BROADCASTING.

Gates *has it*

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

g a life besides giving the usual mbulance information and simir activities.

Low gas pressure created an mergency, with stations persuad- the public to keep down con- mption to a minimum. Cleveland tions received reports from ny surrounding cities, and even direct report from Miami. WSRS ne said it carried 15,000 emer- cy messages in a 48-hour pe- d.

WGAR Cleveland had 10 em- yes on hand Saturday, with an- her 10 making it to the station nday. Georgie Price, enter- iner, Abbey Albert and members the Albert band helped man GAR telephones. The Statler tel fed WGAR employes in its ploye cafeteria. Newspapers uld not publish Saturday and erated on a limited basis Sun- y.

WXEL (TV) carried over 20 urs of public service program- ing, though handicapped by loca- n of studios and transmitter 10 les from downtown Cleveland. Radio and television won editorial audits from the *Cleveland Plain Dealer* (WHK-AM-FM Cleveland) r "a magnificent job in keeping e public informed on the details the crisis and in maintaining system of communications which eatly facilitated the brutal task digging out of the blizzard. he people living in the areas par- lyzed by this unprecedented storm ill forever be grateful to the men nd women of radio and television."

WCUE Receives Praise

WCUE Akron, daytimer, oper- ted fulltime until the crisis was er. It received thousands of let- rs praising the service, includ- g messages from other stations nd a local newspaper.

WHBC Canton went on the air nly six minutes late despite the nowbound streets and highways. Maternity cases and other emer- ency items were handled as public ervice took precedence. By Satur- ay evening nine persons were on uty at the station. John Baker, ssistant news editor, used snow- hoes to get to work. Marilyn Sur- ey, secretary, drove in on a trac- or.

Nearby farmers supplied baskets f food to the marooned WHBC ransmitter crew. The WHBC "Snow Party," as it was called, as still in full operation as late s Tuesday.

When 27 inches of snow blank- eted Youngstown, the Ohio city had only radio to keep it informed as the only newspaper suspended publication for three days. Warren P. Williamson Jr., WKBN president, trudged out to the transmitter Saturday morning to put the station on the air. Bernard Wilkins, chief engineer, walked three miles through hip-high snow to the downtown studios. Hugh Schaffer, western band fiddler, served as sole announcer and signed on the station. Engineer Ralph Sherman walked 11 miles in four hours, bringing along a bag of clothing and sandwiches. Manager Dutch Bowden hitched a ride downtown in a funeral coach.

Reporters on WFMJ

The *Youngstown Vindicator*, unable to circulate three days, put its reporters and correspondents on the affiliated WFMJ with a radio newspaper. Bud Mansell, managing editor, and George Kelly, his assistant, supervised the program.

WSTV Steubenville, Ohio, operated continuously through the crisis with a skeleton crew. Ruston Marshall, news editor, arranged 137 minutes of beep-recorded phone interviews, including one from Midway, Pa., where 21 persons were stranded in a coal mine. Engineer Warren Hallam was at the transmitter 28 hours without relief.

Cincinnati stations were on the job. They broadcast appeals to use gas sparingly. Arrival of Santa Claus at the airport, which WCPO-TV had planned to carry Sunday morning, was deferred because of the storm.

WCHS Charleston, W. Va. cancelled commercial shows and participating announcements when necessary in keeping listeners informed. The station carried many special weather and emergency information programs on the first day, followed with 11 on Sunday, and continued the same general procedure on Monday and Tuesday while Charleston was still digging out.

WSAZ-TV Huntington, W. Va., with a 120-mile relay from Cincinnati, fed the Penn-Cornell football game by using an emergency receiver 90 miles from the pickup point. Jackson Dougherty lost his car in a 10-foot drift and had to walk five miles against the storm. Gerald Frazier injured his leg walking through the snow Saturday night. Jack Jiruska, studio supervisor, started for Portsmouth in a Jeep and four-wheel chains. En route he rescued a marooned ambulance containing an expectant mother. He led the way to the hospital, beating the stork a scant two minutes. Then he managed to repair a hilltop relay.

Monday a farmer's bulldozer opened 12 miles of road in eight hours so Mr. Jiruska and Gerald Cunningham could reach their posts. The Jiruska Jeep was converted into a relief vehicle for foodless families marooned in the snow. The staff performed heroically in guiding the TV station through its first emergency.

IMPROVISED blizzard clothing was the order of the day at WKBN Youngstown. Arriving at work are (l to r): Engineer Ralph Sherman; Ellamae Casteel, women's editor; J. L. (Dutch) Bowden, station manager.

* * *

An alert engineer at WWDC Washington was credited with saving Bethesda, Md., residents vast sums in damage to electrical equipment. Jean McPherson, engineer, received a phone call from a friend who remarked that he had measured voltage and found it down to 30 volts. A blast at the Bethesda substation had caused the low voltage, with danger that appliances would be set on fire. Dennis Sartain, news editor, urged Bethesda residents to turn off all motors. The announcements were repeated until voltage was restored. Announcements were also carried on transit by WWDC-FM.

TV service in the Carolinas was disrupted when a transformer froze at WBTV (TV) Charlotte, keeping the station off the air most of Sunday. Service was restored Monday.

WBPZ on 45 Hours

In Lock Haven, Pa., WBPZ turned its facilities to emergency service starting at 4 p.m. Nov. 25 in the face of flood waters which struck the Central Pennsylvania area. The station operated for 45 hours without a break and Thursday was still relaying emergency messages. Dispatches from the Red Cross, city and state police and rescue headquarters were carried. General Manager Harris Lipez estimated that over 10,000 messages were relayed through the station, virtually the only means of communication left in the town. Radio-equipped rescue boats, with sets tuned to WBPZ, were dispatched to pick up numerous stranded citizens.

In the face of rising water, station operations were moved to the transmitter on the evening of Nov. 25. Power and telephone service later failed at the studios but were maintained throughout the emergency at the transmitter. Rescue operations were made more difficult when high winds later struck the area, but WBPZ was able to remain on the air.

California Coverage

California stations were receiving praise for their service in flooded areas. KUBA Marysville covered the flood with an airplane piloted by C. V. Ullom, part owner of the station. Mr. Ullom related information back to the station. KUBA covered rescue of 8,000 evacuees from stricken areas. Appeals for clothing brought large quantities of help. Roger R. Hunt, manager, and Wyn Pope handled the broadcasts from the sheriff's office, aided by Mr. Ullom's plane messages.

The tower of WALD Walterboro, S. C., was felled when a tree hit a guy wire. The station was back on the air in 2½ hours with temporary rig. Reports of coverage were good. Work was started at once on a new tower.

To the Rescue

NAB'S station relations director, Jack Hardesty, was a minor victim of the Western New York blizzard. Driving from Buffalo to Jamestown on a field trip, Mr. Hardesty's car wound up in a roadside snow drift. He phoned the nearest town and persuaded the fire department to extricate his car. Then with Cleveland as a target, he decided police officials stationed at road blocks weren't interested in the immediate status of NAB's membership drive.

Help Fight TB

Buy Christmas Seals

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

TENNESSEE WALTZ

On Records: Patti Page—Merc. 5534; Erskine Hawkins—Coral 60313; Anita O'Day—Lon. 867; Fontane Sisters—Vic. 20-3979; Jo Stafford—Col. 39065; Tommy Tucker—MGM 10864; Les Paul—Cap. 1316; Wayne King—Vic. 20-3434; Guy Lombardo—Dec. 27336.

On Transcription: Alan Holmes—Associated; Leon Payne—Langworth; Spade Cooley—Standard; Lawrence Duchow—Thesaurus; Bob Eberly—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

N. Y. Weathers Wind

(Continued from page 21)

of the building, it is reported.

WMCA vice president and program director, Leon Goldstein, set out Saturday afternoon to find his son, who had gone camping with a Scout Troop in the Alpine woods above the Palisades in New Jersey. That evening, while Mr. Goldstein with a forest ranger was finding and helping from the woods everyone but his son, the boy turned up safe at home. Whereupon the station, frustrated by the rule against direct communicaton, repeatedly broadcast news of the return of the scout in an unsuccessful attempt to recall its program director.

WWRL went off the air at 11:25 a.m. Saturday, when power failed at the transmitter site, but it was able to resume a half hour later, at 11:58 a.m., from its old 250 w transmitter located in Woodside, N. J., after wiring for and receiving permission from the FCC. Monday morning the station resumed its normal 5 kw operation.

Shifts to Auxiliary

WHOM shifted to power from auxiliary generators at 2:39 p.m. Saturday, following public service power failure at its Ridgefield, N. J., transmitter site. Normal service was restored Sunday at 11:30 a.m.

WBNX, transmitting from the outskirts of Paterson, N. J., reported intermittent public service power failure Saturday morning culminating later that afternoon in complete failure which left the station off the air until 12:15 p.m. Monday. Its towers, the shortest in the vicinity, were undamaged.

Stations reporting as unaffected by the storm included WNYC, New York's municipally-owned station; WQXR, WABD (TV), WEVD (FM), WFDR (FM) and WGHF (FM).

After leaving the air Saturday morning, WPAT Paterson, N. J., resumed at 6 a.m. Sunday and operated on a 24-hour basis. A mobile diesel generator was set up after the transmitter plant and towers had been damaged. The FM tower crashed. WPAT broadcast public service messages all through the emergency, with full power available.

WHLI Hempstead, Long Island, operated three days on its auxiliary power, providing both AM and FM service.

As the storm reached New York, broadcasters throughout the area made it bulletin news, along with the warnings issued by public authorities and the announcement Saturday afternoon of the Mayor's Civil Defense Alert, automatically making WNYC the center for emergency communications. Members of the Civil Defense Committee, under chairman Arthur W. Wallander, met in session at the City Hall.

Both NBC-TV and CBS-TV sent out cameramen to bring scenes of the damage the storm was wreaking in the metropolitan area to their viewers. From the balcony of the NBC offices at 106th St. in Manhattan, Bob Wilson supplemented the cameras picturing the scene on George Washington Bridge and the Hudson River below, together with films of the Esso fire at Linden, N. J.

Ben Grauer, speaking to NBC listeners from a taxicab going up Broadway and around Columbus Circle, described what the wind and rain were doing to the city's plate glass and pedestrians.

WCBC VIEW

Related to FCC

LETTER was sent FCC last week by WCBC Anderson, Ind., explaining it has been put at a "competitive disadvantage" respecting future television plans by local publicity on the merger of the licensee of WHBU Anderson with those of WISH Indianapolis, WHOT South Bend and WANE Ft. Wayne [BROADCASTING • TELECASTING, Nov. 27]. The letter stated:

We feel the Commission should be advised or our position that the implications regarding the television plans of WHBU in the enclosed newspaper article were not in the public interest, since no application has been made by any group for the lone TV channel allocated to Anderson.

This not only puts us at a competitive disadvantage, but prejudices our position in the public mind on any future television plans.

WDGY NEWSMEN

Hit Stride in Twin Cities

"WHAT NEXT?" is the question being asked by residents of Minneapolis-St. Paul following the expanded news operations of WDGY of the Twin Cities. It all started when Harry Peck took over managership of the station and turned two of his newsmen, John Leslie and Jim McGovern, out on the town with tape recorders.

First break came when the recorders were taken into an investigation of the local transit situation. Testimony was edited, transition narrative inserted and when the programs went on the air, comment from listeners was termed highly gratifying. Messrs. Leslie and McGovern hit the jackpot again when they taped an interview with a former Ku Klux Klan official, reportedly wanted in Indiana. After airing the program on WDGY, the tape was dubbed off and sent to Indiana stations.

Mr. Leslie is now program director and Mr. McGovern news director but they are both bending every effort to cover all the Twin Cities' news for WDGY listeners.

VOICE BLDG.

GSA To Buy N. Y. Structure

FOLLOWING on the heels of State Dept. clearance, officials of the General Services Administration last Wednesday entered into negotiations for purchase of a 20-story office building in New York City to house Voice of America and other information headquarters personnel.

GSA is completing arrangements for a $3 million building at 15-19 E. 26th St. in New York under funds provided by Congress this past session. The $3 million outlay was set aside for purchase and remodeling of new building facilities. State Dept. cleared the project Nov. 22.

While negotiations were underway for the new structure, the Voice also hoped to expand overseas operation to reach every radio receiver behind the Iron Curtain within the next two years. Edward W. Barrett, Assistant Secretary of State for Public Affairs, told the Export Managers' Club in Washington last Wednesday that the Voice hopes to mushroom into a worldwide network far beyond operation of the 38 transmitters now functioning.

The Voice, operated by the department's International Broadcasting Division, also announced it has made available its seven West Coast transmitters to the UN so its debates can be carried to China and other Asiatic countries. Transmitting facilities to Honolulu also are being used by the UN.

COVIDEO Inc. (manufacturer coin-operated TV sets) starts full production of 14-inch set which had first showing last spring.

VIKING NETWORK

New Oregon Hookup Sta

A NEW regional network, t Viking Network, last week a nounced it had begun operati on a five-station hookup in Oreg Key station of the new networ KPFM (FM) Portland. Affilia now carrying network progra are KMCM McMinnville, KR Prineville, KASH Eugene a KRUL Corvallis. Several new af liates will be announced later th month, network officials report.

S. M. Goard, manager of KPF is technical director of Viking, charge of expanding the chai direct feeds. Tom Hotchkiss manager of network operations a Alvin C. Yantiss is progra director.

Stations within effective range KPFM are fed programs by F link. Those outside the FM rang are provided sustaining and co mercial programs by tape, wi plans for an extended FM rela system.

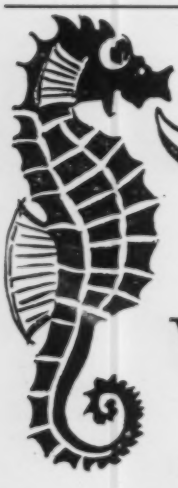
Proceedings of the Oregon Far Bureau Federation were aired t farmers unable to attend its mi century convention last month b the Viking Network, which playe tape-recorded highlights. Co-spon sors of the hour-long program Nov 19 were the First National Bank o Portland and the OFBF. Progra was released at various times o the day on different stations of th Viking Network.

The bureau, which plans to bu a similar program each year on th network, said that the broadcast covered every area where it ha membership.

The Viking Network produced and released the program and re corded some 9,600 feet of tape from which excerpts were selected.

In addition to Viking membe stations, supplemental coverag was given by KIHR Hood River KGON Oregon City, KFLW Kla math Falls, KBKR Baker, KLBY La Grande and KSRV Ontario.

SHORTWAVE broadcasts in Finnis start over CBC shortwave transmitter at Sackville, N. B., to Finland early i December. Half-hour programs wi be beamed weekly in both Finnish an Swedish.



THE OLD SEA-HORSE SAYS:

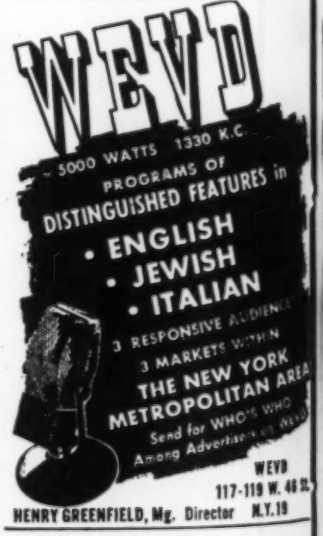
Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



CREDIT CURBS

Joint Probe Group Named

A JOINT Senate-House Committee was organized last Thursday to look into complaints growing out of new credit regulations imposed by the Federal Reserve Board on purchase of radio-TV sets, automobiles and real estate.

Sen. Burnet R. Maybank (D-S. C.), chairman of the Senate Banking Committee, was named to head the 10-man group, with Rep. Paul D. Brown (D-Ga.) as vice chairman. Initial hearings, slated to get underway this Wednesday and Thursday, will look into protests dealing with the automotive and real estate fields.

The committee also will take up other phases of Regulations W and X touching on the entire scope of credit controls, including installment restrictions on radio and television appliances. All groups who wish to appear during the hearings will have opportunity to present their case, Sen. Maybank added.

While installment curbs on receiver purchases has provoked widespread protests among dealers and retailers, it was understood that there would be no concerted stand by the set manufacturing industry. Radio-Television Mfrs. Assn. had no plans Wednesday to appear before the committee.

Spokesmen pointed out that the question of credit curbs is really academic since the industry now faces substantial curtailment of basic metals, thus further reducing supply that already falls far short of civilian demands.

Craig in N. Y.

TO SUPERVISE Procter & Gamble's growing activities in television production in New York, W. W. (Bill) Craig of Procter & Gamble Productions Inc., Cincinnati, will make his headquarters in New York for a number of months. He will occupy offices at 22 E. 40th St. P&G is sponsoring *Musical Comedy Time* on NBC and *The First Hundred Years* on CBS, both of which will be Mr. Craig's chief occupations.

KVOX Moorhead, Minn. USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE Magnecord INC.

360 N. Michigan Ave. Chicago 1, Ill.

New Business

(Continued from page 8)

Dickens' "Christmas Carol" over MBS, 4-4:30 p.m., Dec. 24. Agency: Henri, Hurst & McDonald Inc., Chicago.

HUDSON MOTOR CAR Co., Detroit, renews *The Billy Rose Show* over ABC-TV, 9-9:30 p.m. Tues. Agency: Brooke, Smith, French & Dorrance Inc., Detroit.

WASHINGTON COOPERATIVE Assn., Seattle (Lynden Chicken), Dec. 17 starts Chet Huntley news analysis broadcasts on 10 Columbia Pacific Network stations in California, Washington and Oregon, Sun. 5:30-5:45 p.m. PST, for 52 weeks. Agency: Pacific National Advertising, Seattle.

VOICE OF PROPHECY Inc., Washington, D. C., sponsoring *Faith for Today*, Sun. 12:30-1 p.m. on ABC-TV, started Dec. 3. Agency: Western Adv. Agency Inc., L. A.

PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), to sponsor two telecasts of 10th annual *All-Star Bowling Tournament*, Chicago Coliseum, over ABC-TV Dec. 14, 11:30-12 p.m. Agency: Warwick & Legler, N. Y.

Adpeople . . .

WALTER S. SHELDON appointed advertising manager Cory Corp., Chicago. Was with Hotpoint merchandising staff, same city.

JEFF WILLIAMSON, sales supervisor Hunt Foods Inc., Fullerton, Calif., named assistant district sales manager of firm's Southern California sales division.

NBC Names Herbert

(Continued from page 23)

president and director of public relations, now NBC vice president in charge of the Western Division.

In anticipation of the reorganization and the separation of NBC into three operating divisions—radio, television and owned-and-operated stations — Sylvester L. (Pat) Weaver Jr. was hired last year from Young & Rubicam, where he had been vice president in charge of radio and television, to be NBC vice president in charge of TV.

There is still one top level NBC job that remains unfilled with a permanent occupant. The top operating executive position for the radio network is now occupied on an acting basis by Charles R. Denny, who is also executive vice president.

Mr. Showerman is the fourth NBC veteran executive to quit the network during the reorganizational period. In addition to him and Mr. Elwood, Sidney N. Strotz resigned as vice president in charge of the Western Division, and Easton C. Woolley resigned as director of radio station relations.

Mr. Herbert joined NBC last Sept. 5 after serving Hearst Magazines Inc. for 12 years, recently as vice president and general advertising manager. Before his Hearst service he was with *Esquire* magazine and before that was with Socony Vacuum Oil Corp. and was a cotton broker with the firm of Jones, Gardner & Beal.

Mr. Kopf joined NBC on the Chicago sales staff in 1931. Before that he served two years on the advertising staff of the *Literary Digest* and previously was in advertising sales for the Hearst organization in Chicago.

MYSTERY ADS

KVOO Promotes Late Show

KVOO Tulsa, Okla., has made use of a "mystery" newspaper promotion campaign to announce the sale of its late hour *Sleepwalker's Serenade* to Fred Jones Ford, same city. The ads ran in a series for four days.

Four small newspaper ads, mentioning neither the program, station nor sponsor, were inserted for three days. On the fourth day, a half page ad was carried in the *Tulsa Daily World*, explaining the preceding ads and naming the station and sponsor.

The smaller ads consisted of cartoon-style drawings of sleepwalkers with only "Saturday Midnight—till 2:30 a.m. (and every night!)" printed across the bottom. On the fourth day, the same ads appeared with an additional reference to the half page ad. KVOO announced that Fred Jones Ford was the first to buy the late hour listening time.

ANTI-RED BILL

Congress Probe Proposed

A RESOLUTION calling for a probe of the administration, operation and enforcement of the anti-subversive law, requiring Communist action groups to identify sponsorship of radio-TV broadcast and printed material was thrown into the Congressional hopper last Thursday by a bi-partisan group of six Senators.

The resolution, sponsored by three Republicans and three Democrats of the Senate Judiciary Committee, would empower that committee to launch an inquiry into the new Communist bill, as well as alleged subversive activities in and out of government departments. It also would examine laws relating to espionage, sabotage, security and "protection of internal security of the United States."

The proposal is subject to approval of the Senate Rules Committee and the full Senate membership. Heading the list of six Senatorial co-sponsors is Chairman Pat McCarran (D-Nev.) of the Judiciary committee, co-author of the McCarran - Mundt - Ferguson control law which Congress passed over President Truman's veto before it recessed.

There also was sentiment for repeal of the anti-subversive bill, with Rep. Adolph Sabath (D-Ill.) drafting legislation which he promised to introduce momentarily.

Meanwhile the Subversive Activities Board, charged with the responsibility of determining whether any organization is a Communist front or action group, has announced its rules of procedure for hearings it plans to conduct on the Communist issue. The new law requires the Justice Dept. to ask the board to compel Communist organizations to register if they fail to comply with the law. Appointees have not been confirmed by the Senate, with Republicans threatening to press for thorough hearings. All are serving under recess appointments.

SOMETHING NEW IN CINCINNATI

See Pages 44 & 45 This Issue

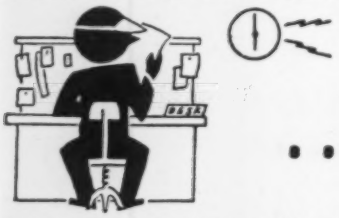
ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



...at deadline

LUBBOCK BROADCASTING FAVORED IN FCC ACTION

LESSER concentration of control of mass communication media was cited Friday in initial decision by FCC Hearing Examiner Basil P. Cooper as reason for preferring grant of new AM station at Lubbock, Tex., on 790 kc with 5 kw day, 1 kw night directional, to Lubbock County Broadcasting Co. and to deny bid of KFYO Lubbock to switch from 250 w on 1340 kc to 5 kw on 790 kc, directional night. KFYO proposal also was found to not conform to FCC's standards on amount of interference it would receive.

Lubbock County Broadcasting is owned 43% by C. C. Woodson, 50% owner KNOW Austin, Tex., and KCHE El Reno, Okla; 43% by Wendell Mayes, 40% owner KNOW and 25% owner KBWD Brownwood, Tex.; 12.5% by G. H. Nelson, attorney. Mr. Woodson has extensive Texas newspaper interests but not at Lubbock. KFYO is identified with Lubbock publishing interests as well as publishing and radio interests elsewhere in Texas.

ABC NEW YORK STAFF DIVIDES SPOT ACTIVITY

ABC New York spot sales staff split into radio and television divisions Friday, with Ralph E. Dennis as manager of ABC television spot sales and Earl B. Salmon as manager of ABC radio spot sales.

Reporting to Mr. Dennis will be H. B. Day, Guy Capper, W. L. Lirby, C. E. Maxwell, T. H. Black and John Fenster. Under Mr. Salmon will be H. C. Watson, George Dietrich, T. H. Walworth Jr., John Donaldson Jr., Edward Page, Michael A. Renault and Warren Jennings.

FRANK F. CROOK

FRANK F. CROOK, 48, majority owner WFCI Pawtucket, R. I., was reported fatally injured early Friday morning in auto accident near North Attleboro, Mass. FCC records show he was secretary-treasurer, director and owner of 49 of total 70 shares in Pawtucket Broadcasting Co., WFCI licensee, and at one time was tentatively associated with Rhode Island group of broadcasters and businessmen which acquired WNEW New York early this year [BROADCASTING • TELECASTING, Feb. 6]. Mr. Crook also was business associate of Attorney General J. Howard McGrath.

CASPER, WYO., TV PETITION

NEW TV station at Casper, Wyo., on Channel 8 (180-186 mc) with ERP of 2.48 kw visual and 1.24 kw aural requested by Bill M. Tomberlin, oil investor, in bid filed Friday with FCC. Estimated construction cost was given as $163,000; first year operating cost $85,000; revenue $70,000.

ABERDEEN STATION SOLD

SALE OF KBKW Aberdeen, Wash., by Ben K. Weatherwax for $47,885 to Archie Taft Jr., assistant manager KOL Seattle and 49% owner KRKO Everett, reported in application filed Friday at FCC. KBKW assigned 250 w on 1450 kc.

DECLINE IN PRODUCTION OF RADIO, TV SETS NOTED

TOTAL INDUSTRY production of radio and TV sets fell off week of Nov. 17 compared to two previous weeks, according to Radio-Television Mfrs. Assn. industry estimate. Nov. 17 figure of 512,694 compares with 555,234 week of Nov. 10 and 584,129 week of Nov. 3.

Breakdown of Nov. 17 figure shows 189,623 radios, 14,637 portables, 107,070 auto, or 311,330 radio sets. TV output totaled 201,364 for week, exceeding previous week total of 184,133 but below Nov. 3 TV total of 218,378 sets.

TV set makers bought 5,934,391 TV picture tubes in first 10 months of 1950, according to RTMA. October sales totaled 848,387 picture tubes valued at $23,513,590 compared to 764,913 tubes valued at $20,423,353 in September. Trend to large-type tubes continued, with tubes 16 inches and larger representing 92% of month's sales. Rectangular tubes comprised 58% of sales.

EMANUEL SACKS ELECTED STAFF V-P OF RCA

EMANUEL (Manie) SACKS, who joined RCA last February as director of artists relations for RCA Victor Division after serving 10 years with Columbia Records Inc., latterly in charge of artists and repertoire, Friday elected staff vice president of RCA.

Other actions of RCA board at Friday meeting included election of Ernest B. Gorin, RCA treasurer, as director of RCA Communications Inc. and declaration by board of regular dividend of 50 cents per share and extra dividend of 25 cents per share on RCA common stock, payable Dec. 26 to stockholders of record at close of business Dec. 8.

Board also declared dividend of 87½ cents per share on RCA first preferred stock for period Oct. 1-Dec. 31, payable Jan. 2 to stockholders of record at close of business Dec. 21.

LEGISLATORS SEE COLOR

DURING three-day New York visit, 12 members of House Interstate and Foreign Commerce Committee were shown NBC and CBS television operations, including CBS color television demonstration, by top executives of respective networks. Party included Reps. Lindley Beckworth (D-Tex.); Dwight L. Rogers (D-Fla.); Eugene J. Keogh (D-N. Y.); Arthur G. Klein (D-N. Y.); John A. McGuire (D-Conn.); Neil J. Lineham (D-Ill.); Charles A. Wolverton (R-N. J.); Joseph P. O'Hara (R-Minn.); James I. Dolliver (R-Iowa); John W. Heselton (R-Mass.); Hugh D. Scott Jr. (R-Pa.); John B. Bennett (R-Mich.), and Elton J. Layton, clerk of the committee.

JOINS CECIL & PRESBREY

ROBERT MAYER, former account executive of McCann-Erickson, New York, named to executive staff of Cecil & Presbrey, New York.

O. A. SAUNDERS, former advertising manager of Nestle Co., appointed vice president and account executive for Hewitt, Ogilvy, Benson & Mather, New York.

Closed Circuit

(Continued from page 4)

liaison with Pentagon and National Production Authority. NPA officials regularly are consulting FCC on material aspects. It's expected, however, that if all-out war comes, high-level board will be promptly resurrected, following World War II pattern.

THAT "important radio executive" who's behind campaign to combat teaching of "collectivism" in our school system through present-day textbooks is William B. Dolph, executive vice president of WMT Cedar Rapids, Iowa, and part owner of several other stations. His project, publicized both by Fulton Lewis Jr. and Ray Henle, editor-in-chief of NBC's *Three Star Extra*, contemplates regular network program to further crusade.

FATE of annual equipment exposition at NAB convention in April hinges on war developments, but present plans are on business-as-usual basis. Remotely possible, of course, is shift to war conference format for convention or even cancellation altogether.

TOPP CHEWING GUM (Frank Buck bubble gum) starting on Dec. 11 two-week campaign in 15 radio markets through Cecil & Presbrey, New York.

PROCTER & GAMBLE understood to be switching product sponsorship on its *Oxydol Show*, five times weekly on CBS, from Oxydol and Dreft to Tide. Changeover would entail billing moving from Dancer-Fitzgerald-Sample, New York, to Benton & Bowles, New York.

TO PROMOTE winter cruises, Cunard White Star Lines through its agency, Cecil & Presbrey, New York, preparing spot announcement campaign to start mid-December in seven major cities, for six weeks.

BASEBALL CONFERENCE

NAB and Radio-Television Mfrs. Assn. officials met Friday at NAB headquarters with C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, and his son, Jerry Jordan, who conducted extensive research into effect of TV and radio on sports attendance. NAB to appear before baseball club owners at Florida meeting (early story page 27). Jerry Jordan to be in St. Petersburg during meetings. Attending Friday meeting were William B. Ryan, Robert K. Richards, Charles A. Batson and Kenneth H. Baker, of NAB; Hugh Higgins, Broadcast Advertising Bureau; James D. Secrest and John Koepf, RTMA; Frank U. Fletcher, attorney and member of NAB board.

FRED ALLEN LEAVING TV

FRED ALLEN will leave television, probably for rest of season, after his performance Sunday, Dec. 17, because of ill health. Length of vacation indefinite, probability being he will return in fall with new half-hour TV format. Mr. Allen's departure leaves hole in stars lineup on Sunday night comedy hour, which he shares on rotating basis with Eddie Cantor, Martin & Lewis and Bobby Clark, who in turn rotates with Bob Hope.

PET MAY SHIFT TO TV

PET MILK expected to spend perhaps $60,000 for sponsorship of *Four Star Revue* on NBC-TV for every show each third week, Wed., 9 to 10 p.m. (CT) after taking money from black-and-white budget at Gardner Adv., St. Louis. Show sponsorship begins Jan. 17.

XUM

THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...

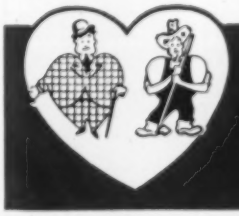
and Only The KMBC-KFRM Team Covers It Effectively and Economically!

Daytime half-millivolt contours shown in black.

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC